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BROADCASTING TELECASTING

1953 BROADCASTING YEARBOOK ISSUE

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IT WORKS

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WOR *works* because it reaches the largest station audience in America; because it provides personalities who *sell;* and because it delivers *more listeners who actually buy!*

WOR *The New York station where listeners listen and sponsors sell.*
Key station of the Mutual Broadcasting System.

XUM

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WKY is your BIG BUY!

1ST *Television Station in Oklahoma*

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FIRST in Programming—Over 35 hours of local, live studio programming each week, plus the best from all four major television networks, and excellent film shows.

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FIRST in the Hearts—of over 180,000 Oklahoma families in the WKY-TV area who bought television sets by the end of 1952—plus those who are added daily to this number.

WKY

AM 930 KC · NBC **TV** CHANNEL 4 (968 FT. TOWER)

OKLAHOMA CITY, OKLAHOMA

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN · OKLAHOMA CITY TIMES · THE FARMER STOCKMAN
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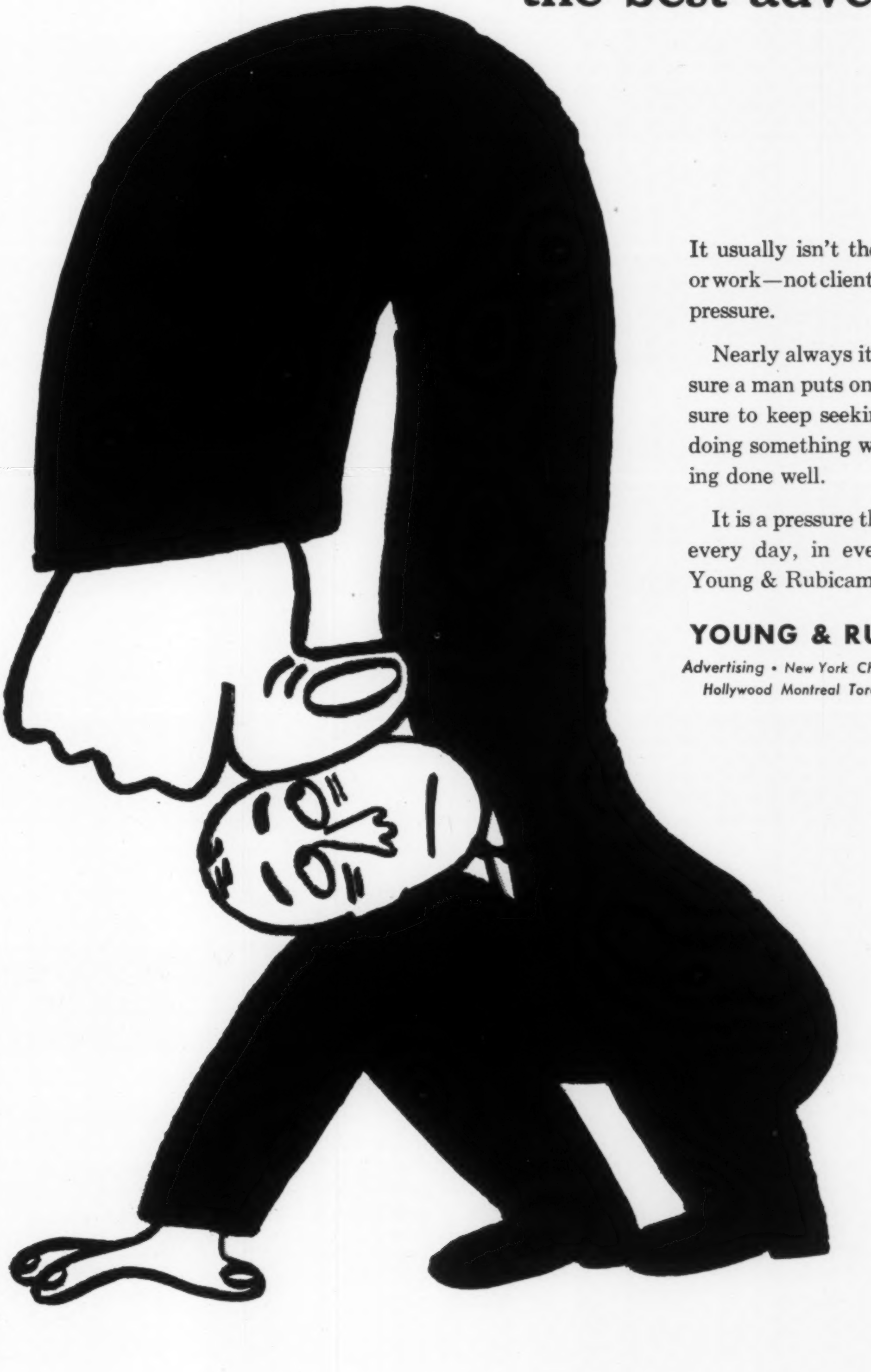

It usually isn't the pressure of time, or work—not client-pressure, not boss-pressure.

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It is a pressure that is being applied every day, in every department of Young & Rubicam.

YOUNG & RUBICAM, INC.

Advertising • New York Chicago Detroit San Francisco
Hollywood Montreal Toronto Mexico City London

XUM

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BROADCASTING TELECASTING *

1953 Yearbook Number

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*Reg. U. S. Patent Office

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XUM

BBDO NATIONAL NETWORK PROGRAMS

TELEVISION

AMERICAN TOBACCO CO., INC.
Lucky Strike Cigarettes
"Biff Baker, U. S. A."
"Private Secretary"
"Robert Montgomery Presents—
Your Lucky Strike Theatre"
"The Jack Benny Television Show"
"Your Hit Parade"

ARMSTRONG CORK COMPANY
Floor Coverings, Building Materials
"Armstrong's Circle Theatre"

CURTIS PUBLISHING COMPANY
The Saturday Evening Post
"Keep Posted"

DE SOTO-PLYMOUTH DEALERS OF AMERICA
"The Groucho Marx Show—
You Bet Your Life"

E. I. DU PONT DE NEMOURS & CO. (INC.)
"Cavalcade of America"

GEMEX COMPANY
Expansion Watchbands
"Stork Club"
(Alternate Weeks)

GENERAL ELECTRIC COMPANY
"The Fred Waring Show"

THE B. F. GOODRICH COMPANY
Silvertown Tires
"The George Burns & Gracie Allen Show"
(Alternate Weeks)

AMERICAN TOBACCO CO., INC.
Lucky Strike Cigarettes
"The Jack Benny Program"
"The American Way,
featuring Horace Heidt"

ARMSTRONG CORK COMPANY
Quaker Rugs
"Theatre of Today"

CREAM OF WHEAT CORPORATION
Cream of Wheat
"Grand Central Station"

DE SOTO-PLYMOUTH DEALERS OF AMERICA
"The Groucho Marx Show—
You Bet Your Life"

E. I. DU PONT DE NEMOURS & CO. (INC.)
"Cavalcade of America"

GEO. A. HORMEL & COMPANY
Canned Meat Products
"Music With the Girls"

REXALL DRUG COMPANY
Drug Products
"Amos 'n' Andy"

U. S. STEEL CORPORATION
"Theatre Guild on the Air"

BATTEN, BARTON, DURSTINE & OSBORN, INC.
Advertising

NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH
MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT

WILDROOT COMPANY, INC.
Wildroot Cream-Oil Hair Tonic and Lady Wildroot Shampoo
"The Shadow"
"Titus Moody"
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ABBREVIATIONS IN 1953 YEARBOOK

EXECUTIVE PERSONNEL

Administrative Assistant	adm. asst.
Assistant Chief Engineer	asst. ce
Assistant Commercial Manager	asst. cm
Assistant General Manager	asst. gm
Assistant Program Director	asst. pd
Assistant to President	asst. to p
Business Manager	bus. m
Chairman of the Board	chmn. of bd.
Chief Bookkeeper	chief bkpr.
Chief Engineer	ce
Co-Engineer	co-engr.
Co-Owner	co-o
Commercial Manager	cm
Commercial Production Manager	coml. pdm
Director	d
Director of Engineering	d. of engrg.
Director of Operations	d of opers.
Executive Officer	exec. officer
Executive Owner	exec. o
Executive Producer	exec. prod.
Executive Vice President	evp
Facility Director	facility d
Farm Director	fd
Film Director	film d
General Manager	gm
General Sales Manager	gen. slm
Local Sales Manager	loc. slm
Manager	m
Manager of TV Operations	m of TV opers.
Managing Director	mgng. d
National Commercial Manager	natl. cm
News Director	nd
Office Manager	office m
Owner	o
Partner	ptnr.
President	p
Production Coordinator	prod. coordinator
Production Director	prod. d
Production Manager	pdm
Program Director	pd
Program Manager	prog. m
Program Supervisor	prog. sup.
Promotion Director	prom. d
Promotion Manager	pmm
Public Affairs Director	pub. affairs d
Public Relations Director	pub. rel. d
Publicity Director	publ. d
Regional Manager	reg. m
Resident Manager	res. m
Sales Director	sls. d
Sales Manager	slm
Secretary-Treasurer	secy.-treas.
Special Events Director	sp. events d
Sports Director	sd
Station Director	sta. d
Station Engineer	sta. engr.
Station Manager	sm
Station Supervisor	sta. sup.
Studio Supervisor	studio sup.
Supervising Engineer	sup. engr.
Technical Director	tech. d
Traffic Manager	traffic m
Transmitter Supervisor	trans. sup.
Vice President	vp
Women's Director	wd

TRANSCRIPTION LIBRARIES

Associated	Assoc.
Capitol	Cap.
Cole	Cole
Lang-Worth	L-W
MacGregor	Mac.
SESAC	SES.
Standard	St.
Thesaurus	Thes.
World	Wld.

TRANSMITTER MAKES

Collins	Col..
Crosley	Cros.
DuMont	DuM.
Federal	Fed.
Gates	G
General Electric	GE
Marconi	Marc.
Northern Electric	NE
RCA	RCA
REL	REL
Raytheon	Ray.
Temco	Tem.
Western Electric	WE
Westinghouse	WH

20th Year
DON McNEILL'S BREAKFAST CLUB

SWIFT & CO.

PHILCO

O-CEDAR

BOBBI-WHITE RAIN

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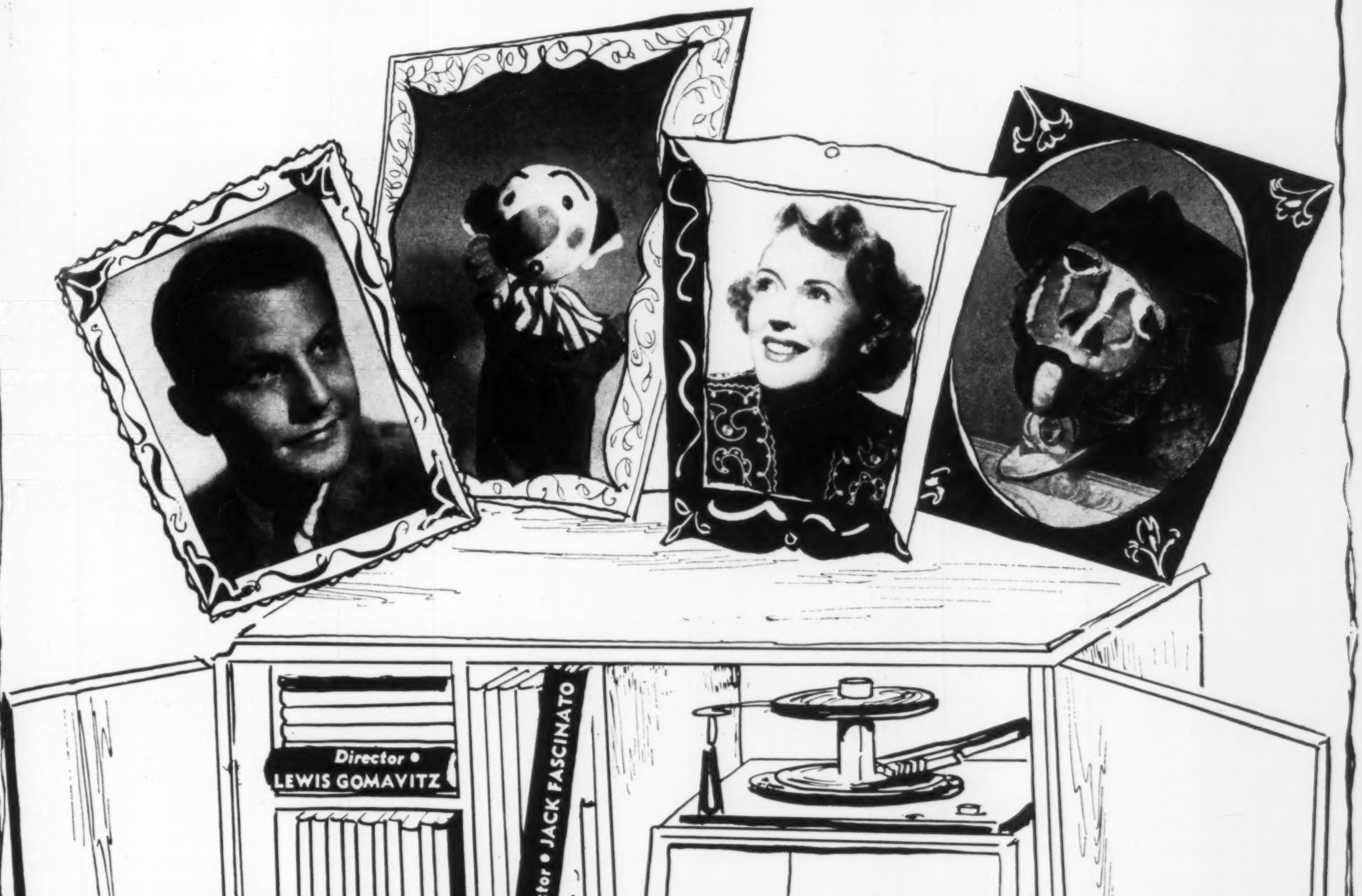
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WGR	Buffalo	CBS	5,000
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KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000

. . . .

WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk-Newport News	ABC	5,000
WPTF	Raleigh-Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000

. . . .

KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

BROADCASTING
TELECASTING

BROADCASTING YEARBOOK 1953

Vol. 44 YB-19 Washington, D. C., January 19, 1953 53rd Issue, $5 Per Copy

Analysis of 1952 Radio Advertising

EDITOR'S NOTE: Estimated radio net time sales for 1952 are based on data gathered in a survey of a large and statistically reliable sample of all classes of stations. The formula for computing totals was originally developed for BROADCASTING *by Dr. Herman S. Hettinger, nationally-known economist. Statistical information was audited by Sinrod & Tash, Washington certified public accountants, who delivered to* BROADCASTING *only weighted averages in each station and business category, in conformity with the canons of the American Institute of Certified Public Accountants. This method of estimating net time sales has been proved highly accurate through the years.*

TABLE I

RADIO NET TIME SALES 1951-1952

Class of Business	*1951*	*% Total*	*1952 (Estimated)*	*% Total*
National Network	$113,984,000	24.9	$ 99,071,000	21.3
Regional & Miscellaneous Network	8,481,000	1.8	11,107,000	2.4
National & Regional Non-Network	119,559,000	26.3	124,414,000	26.7
Local	214,519,000	47.0	229,847,000	49.6
TOTAL	$456,543,000	100.0	$464,439,000	100.0

U. S. RADIO stations and networks sold $464,439,000 worth of time in 1952, an increase of $7,896,000 over the volume of 1951.

These were net time sales, after all frequency and promotional discounts and after deduction of commissions to agencies, national sales representatives and others.

Following the pattern that has obtained since 1948, growing revenue from spot and local advertising more than overcame the decrease in revenue from national network business.

Spot time sales in 1952 were $124,414,000, a 4.1% increase over 1951. Local soared to $229,847,000, a 7.1% jump over 1951. Regional network business was also brisk—$11,107,000 in 1952, a 30.9% increase over 1951. Only network volume was down—$99,071,000, a 13.1% decrease from 1951 level.

It was the first time that network time sales had fallen below the $100 million mark since 1943.

[Total time sales for U. S. television stations and networks were $288,826,000 in 1952. In television, network business continued to outstrip spot and local. By categories, TV net times sales were $135,614,000 for network, $82,711,000 for spot and $70,501,000 for local. A complete report on TV time sales will appear in the TELECASTING Yearbook, published at the end of February.]

The 1952 radio figures show how great a change has taken place in the comparative volume of business coming from national network, spot and local sources in the past decade.

In 1943, when network volume was at about the same level as 1952 ($99,389,177), it accounted for 43.6% of total time sales. Last year only 21.3% of total volume came from networks. Spot business in 1943 ($59,352,170) was 26% of total sales. In 1952 spot provided 26.7% of all business. Local advertising in 1943 ($64,104,309) was 28.1% of total time sales. Last year almost half of all time sales were made to local advertisers.

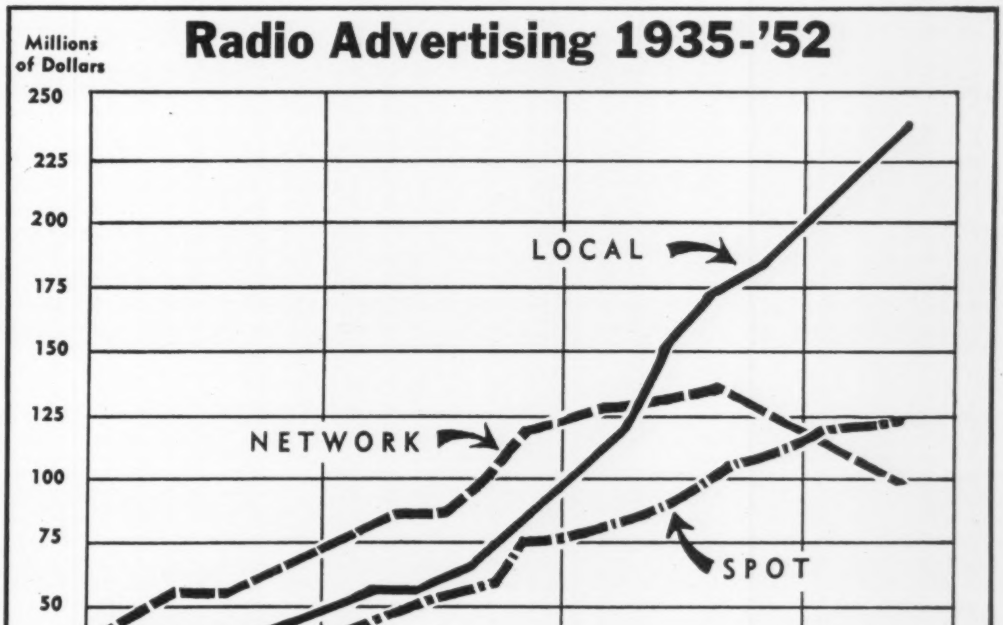
Regional network advertising, always in much smaller volume than other categories, did not fluctuate significantly in the past decade until 1952, when the $11,107,000 volume of regional business was far bigger than that for any year before. Included in this category is revenue from special networks arranged for such events as sports broadcasts, as well as from permanent regional organizations.

Time sales since World War II have increased more than $130 million in annual volume, from $334 million in 1946 to $464 in 1952. But the size of the radio broadcasting industry has expanded even more rapidly.

In the same period the number of AM stations in operation has more than doubled, from 1,062 on the air at the end of 1946 to 2,391 at the end of 1952. With the station population rising faster than the total business volume, the postwar years have seen a decline in "average" per-station revenue.

At the end of 1946, with 1,062 AM stations operating, and with total time sales of $334 million, the "average" station sales were $314,575. (This, of course, ignores the fact that both national and regional networks take sizable chunks of the

(Continued on page 12)



HERE'S the way time sales in the four major categories—national network, regional network, spot and local—have fared year by year. For specific figures, see Table II, page 12.

Analysis

(Continued from page 11)

total volume of time sales too. These computations are used only to indicate how, though the pot has grown, the crowd dipping into it has grown too, with individual portions getting smaller.)

The next year, 1947, total volume was $374 million, but at the end of that year 1,522 stations were on the air—meaning the "average" volume per station had decreased to $245,786.

In 1948, total volume was up to $416.7 million, but by the end of that year, 1,865 stations were in operation, and the "average" was cut to $223,442.

1949 Volume

In 1949, total volume rose to $425 million, but at year's end there were 2,048 stations, bringing the "average" down to $207,693.

The curve continued to fall in 1950 when total volume was $453.5 million and 2,199 stations were on the air, for an "average" of $206,714.

In 1951 the "average" fell below $200,000; it was $195,857 for the 2,331 stations in a year that produced $456.5 million total times sales.

Last year, the "average" was $194,244, with 2,391 stations cutting up the $464 million total.

Summed up, since World War II, total radio time receipts have increased by about 39%, but the number of stations has risen some 125%. The "average" time sales per station have decreased by almost 38%.

No Separate FM Figures

FM revenues are not treated independently in these estimates since the total FM volume of time sales is not large enough to be accurately estimated by the sample method.

Gross time billings (value of time sold, figured at the one-time rate with no deductions) as estimated by the BROADCASTING Yearbook were $702,448,970 in 1952, compared with $685,968 in 1951.

Of the total gross billings, $158,746,670 was for network time, $16,528,300 for regional and miscellaneous network, $185,139,800 for spot and $342,034,200 for local.

The biggest spenders on radio networks in 1952 were companies dealing in food and food products, traditionally the type of business that leads all others in buying network time. This class of advertiser made up more than a fifth of all radio network gross billings. Its $42,485,936 gross billings were 22.9% of the total.

The other four groups in the top five categories of network buyers were toiletries with $25,787,368, or 14.3% of the total; drugs and remedies, with $22,131,627, or 13%; soaps, cleaners & polishes, $17,948,730, or 11.5%, and smoking materials, $20,610,365, or 10.1%.

All these were in the top five network buyers in 1951, except that in that year smoking materials led soaps.

TABLE II

RADIO NET TIME SALES—1935-1952

Class of Business

Year	*National Network*	*Change from previous year %*	*Regional Network*	*Change from previous year %*	*National Non-Network*	*Change from previous year %*	*Local*	*Change from previous year %*	*Total*	*Change from previous year %*
1935 [1]	$39,737,867	....	[1]	....	$13,805,200	....	$26,074,476	....	$79,617,543	....
1936 [2]	....	....	....	....	....	....	....	....	....	....
1937	56,192,396	41.4	2,854,047	....	23,117,136	67.4	35,745,394	37.1	117,908,973	48.1
1938	56,612,925	0.7	[2]	....	28,109,185	21.6	32,657,349	(—8.7)	117,379,459	0.6
1939	62,621,689	10.6	[2]	....	30,030,563	6.8	37,315,774	14.2	129,968,026	10.7
1940 *	71,919,428	13.1	1,869,583	....	37,140,444	23.8	44,756,792	20.0	155,686,247	20.5
1941	79,621,534	10.7	2,752,073	47.2	45,681,959	23.0	51,697,651	15.5	179,753,217	15.4
1942	81,744,396	2.7	3,444,581	25.2	51,059,159	11.8	53,898,916	4.2	190,147,052	5.8
1943	99,389,177	21.6	6,256,508	81.6	59,352,170	16.2	64,104,309	18.9	228,102,164	20.0
1944	121,757,135	22.5	7,612,366	21.7	73,312,899	23.5	84,960,347	29.3	287,642,747	26.1
1945	125,671,834	3.2	8,301,702	9.1	76,696,463	4.6	99,814,042	17.5	310,484,046	7.9
1946	126,737,727	0.8	8,043,381	—3.1	82,917,505	8.1	116,380,301	16.6	334,078,914	7.6
1947	127,713,942	0.8	7,012,689	—12.8	91,581,241	10.4	147,778,814	27.0	374,086,686	12.0
1948	133,723,098	4.5	7,329,255	4.3	104,759,761	14.4	170,908,165	15.6	416,720,279	11.4
1949	128,903,467	—3.6	5,994,858	—18.2	108,314,507	3.4	182,144,301	6.5	425,357,133	2.1
1950	124,633,089	—3.3	6,897,127	15.0	118,823,880	9.7	203,210,834	11.6	453,564,930	6.6
1951	113,984,000	—8.5	8,481,000	23.0	119,559,000	0.6	214,519,000	5.6	456,543,000	0.6
1952 †	99,071,000	—13.1	11,107,000	30.9	124,414,000	4.1	229,847,000	7.1	464,439,000	1.7

[1] Nation-wide and regional networks combined.
[2] Data not available.
* Figures prior to this date not comparable in all categories.
† 1952 figures estimated.

TABLE III

ESTIMATED RADIO GROSS BILLINGS—1952

Class of Business	*Estimated Gross Billings*
National Network	$158,746,670
Regional & Miscellaneous Network	16,528,300
National Non-Network	185,139,800
Local	342,034,200
TOTAL	$702,448,970

TABLE IV

ESTIMATED RADIO GROSS BILLINGS

1927-1952

(000's omitted)

Year	*National network*	*Others*	*Total*
1927	$ 3,833	$ 987	$ 4,820
1928	10,227	3,873	14,100
1929	19,196	7,604	26,800
1930	27,694	12,806	40,500
1931	37,502	18,498	56,000
1932	39,107	22,793	61,900
1933	31,516	25,484	57,000
1934	42,659	30,228	72,887
1935	49,315	38,209	87,524
1936	59,671	47,880	107,551
1937	68,828	75,314	144,142
1938	71,728	78,390	150,118
1939	83,114	88,000	171,114
1940	96,456	123,344	219,800
1941	106,900	154,274	261,174
1942	118,200	167,280	285,480
1943	151,791	200,499	352,290
1944	190,677	256,033	446,710
1945	190,747	288,583	479,330
1946	193,010	319,400	512,410
1947	190,930	364,470	555,400
1948	198,996	417,600	616,500
1949	187,800	441,200	629,000
1950	183,069	489,482	672,551
1951	174,719	511,249	685,968
1952	158,747	543,702	702,449

TABLE V

RADIO NETWORK GROSS EXPENDITURES BY PRODUCT GROUP

	1951		*1952*	
Product Groups	*Gross Billings*	*% * Total*	*Est. Gross Billings*	*% * Tota*
1. Agriculture & Farming	$ 664,490	.4	$ 728,144	.5
2. Apparel, Footwear & Accessories	601,070	.4	331,888	.2
3. Automotive, Automotive Equip. & Access.	4,292,975	2.5	3,855,180	2.4
4. Aviation, Aviation Equip. & Acces.	....	..	....	..
5. Beer, Wine & Liquor	3,177,634	1.8	2,185,920	1.4
6. Building Material Equip. & Fixtures	1,394,065	.8	1,045,416	.7
7. Confectionery & Soft Drinks	6,264,183	3.6	5,569,368	3.5
8. Consumer Services	2,687,243	1.5	2,216,160	1.4
9. Drugs & Remedies	22,131,627	12.7	20,604,780	13.0
10. Entertainment & Amusements	5,723	..	7,308	..
11. Food & Food Products	42,485,936	24.3	36,319,524	22.9
12. Gasoline, Lubricants & Other Fuels	5,721,984	3.3	5,231,280	3.3
13. Horticulture	96,451	..	135,780	..
14. Household Equipment & Supplies	3,159,742	1.8	5,086,524	3.2
15. Household Furnishings	1,004,877	.6	1,321,704	.8
16. Industrial Materials	2,186,090	1.3	1,984,080	1.2
17. Insurance	3,284,269	1.9	3,423,504	2.2
18. Jewelry, Optical Goods & Cameras	1,193,275	.7	860,268	.5
19. Office Equipment, Writing Supplies & Stationery	664,011	.4	624,619	.4
20. Political	....	..	1,844,518	1.2
21. Publishing & Media	361,451	.2	607,632	.4
22. Radio, TV Sets, Phonographs, Musical Instruments & Access.	2,747,135	1.6	1,627,047	1.0
23. Retail Stores & Shops	31,367	..	30,510	..
24. Smoking Materials	20,610,365	11.8	16,033,992	10.1
25. Soaps, Cleansers & Polishes	17,948,730	10.3	18,314,172	11.5
26. Sporting Goods & Toys	....	..	....	..
27. Toiletries	25,787,368	14.8	22,777,788	14.3
28. Transportation, Travel & Resorts	1,261,023	.7	893,256	.6
29. Miscellaneous	4,955,510	2.8	5,077,308	3.2
TOTAL	$174,718,594		$158,746,670	

* % will not necessarily add to 100 because of rounding.

1952 RADIO AUDIENCE ANALYSES

By ARTHUR C. NIELSEN
President, A. C. Nielsen Co.

Throughout 1952, radio gave renewed evidence of its strength as an advertising medium. Despite the struggle over rates, despite the bold expansion of TV, despite continued social and economic change, the radio industry fought aggressively to sell American business on its power.

It was bigger than ever; 98 percent of the country's homes now own radios, according to the survey by Nielsen Coverage Service made last spring. If we place those 43,849,000 homes under the researcher's microscope, we can learn a good deal about their listening behavior and its meaning to broadcasters and advertisers.

The data that follow are derived from the minute-by-minute measurement of the Nielsen Radio and Television Index Services.

Circulation

Examining the size of the radio audience (Chart 1), we find that the number of radio homes in 1952 —43,849,000—is higher than ever, giving it a larger advertising potential than ever. With TV set ownership at over 19,000,000 homes, radio's potential is, nevertheless, 2.3 times that of television. Expressed another way, TV ownership, as of October, represented 45% of the radio total.

For January, 1953, the estimate, based on best available data, is 44,400,000 radio homes, and 20,000,000 TV homes, which would mean a TV saturation of 45%.

During the first half of 1952, the average radio home listened to radio 28 minutes less per day than in the same period of 1951 (Chart 2). But because the number of radio homes increased by nearly two million in '52, this drop was partially offset in terms of total audience potential, 139 million home-hours per day in '52 against 152 million in '51. Going back to the first post-war year, 1946, this home-hours total last year fell below the '46 figure for the first time in seven years, although by a relatively small margin.

Looking at the distribution of radio and TV homes by territory (Chart 3), we still find that, although radio follows population distribution fairly evenly, television does not—an important consideration in the marketing picture. Nearly 44% of all TV homes are in the Northeast (where there are 27% of the radio homes), and only 9% in the South (against 21% of the radio homes). Television reaches two-thirds of the radio homes in the Northeast, about a third of those in the East-central and Pacific states, and only 18% of those in the South.

TV's effect on radio listening, therefore, is strongest in the Northeast and East-central regions, not quite as strong in West-central and Pacific, and weakest in the South. The advertiser must bear this in mind in evaluating the ability of the two media to penetrate marketing areas and follow distributional patterns.

FOR LISTING of firms offering radio research see page 487.

The effects of the relaxation of the freeze were not appreciably strong enough, at year's end, to alter one simple fact of media coverage: TV's penetration is limited to 67 market areas and the radius of their stations' transmitters. Nearly a third of all the country's radio homes are located beyond this range of reception.

Homes Using Radio

At the beginning of the fall season, the percent of homes using radio was down, through most of the day, from the levels of the year before (Chart 4). The important exception was the period from 10 a.m. to noon, which showed an increase. For the rest of the day, there was a fairly even drop, afternoon and evening, although previous years usually indicated wider decreases at night. Thus, television's inroads on radio listening were rather evenly distributed throughout most of the day, for the period shown; the comparative lack of network TV programming in the morning was perhaps responsible for the higher levels of weekday radio usage in that time period.

What is also noteworthy is that the daytime and evening peaks of usage were almost on a par with each other. This gradual "levelling" effect has been noticeable for the past three seasons (and is being reflected in the increasing number of daytime shows with audiences equal to some of the top evening shows). It will be noted that usage from 10 a.m. to 2 p.m. was substantially at the same level as that during the peak evening hours, 7 to 10 p.m. Night-time radio no longer enjoys the lead it once had.

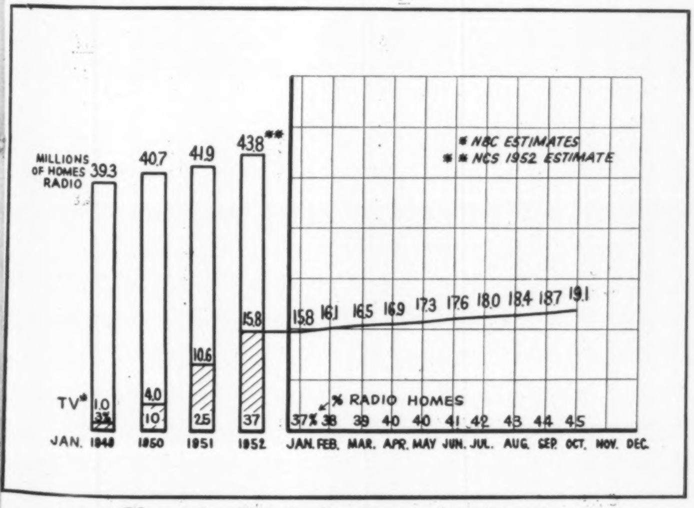


Chart 1—TV Radio Ownership Trend

JANUARY-JUNE 1952- AVERAGE PER DAY

	EST. NO RADIO HOMES (MILLIONS)	HOURS RADIO USAGE PER DAY	TOTAL HOME HRS. PER DAY (MILLIONS)
1946	34.0	4:13	143.1
1947	35.9	4:33	163.3
1948	37.6	4:41	176.5
1949	39.3	4:32	178.3
1950	40.7	4:10	169.7
1951	41.9	3:38	152.1
1952	43.8	3:10	139.0

Chart 2—Radio Usage—Entire Day

Percentage

The chart, of course, shows percentage figures. In terms of actual numbers of homes, the differences between the 1951 and 1952 levels are indeed small, due to the increase in the number of radio homes last year. At 1-2 p.m., for example, the 1951 total was 8,925,000 homes using radio. For the same period of 1952, it was 8,726,000 homes, or a drop of only 2 percent.

(Continued on page 14)

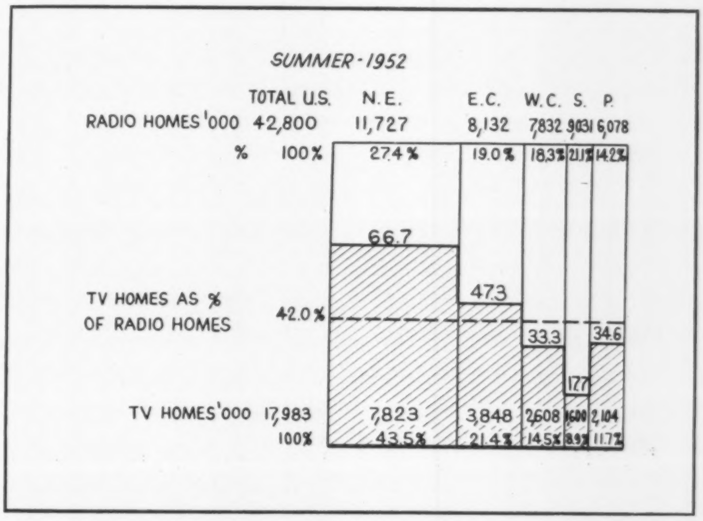


Chart 3—Radio and TV Homes by Territory

Nielsen

(Continued from page 13)

Market Differences

Since TV's saturation is strongest in metropolitan areas, it is pertinent to look at comparative listening volume figures, broken down by market areas, expressed in total hours per day of radio usage (Chart 5). For the first half of 1952, there was a 13% decrease in this figure, for all homes, under the comparable 1951 total for the entire day. But the buyer of time also must examine his marketing and distribution pattern in the light of these facts:

(1) The average home in small and rural areas did an hour more of listening per day than metro homes did, in '52.

(2) In daytime hours alone, small and rural homes showed three quarters of an hour more tuning per day than metro homes, and at night, 16 minutes more.

(3) The decrease in total daily usage, 1952 vs. 1951, was far more pronounced among metro homes than medium or small-rural. The same is true for daytime and nighttime periods.

(4) In all areas, daytime usage suffered less than night-time did, in '52 vs. '51.

(5) Medium and small-rural area homes showed only very small decreases in the daytime, and at night, 15% and 10% drops, respectively.

Thus, the inroads of TV on the volume of radio usage were smallest in the daytime, in other than metro area homes.

Home Characteristics

Any evaluation of the relative circulation of radio against TV, and particularly of the relative audiences of a radio show against a TV show, must be tempered by knowledge of their comparative home characteristics.

Chart 6 shows the latest differences for the country as a whole, based on the Nielsen sample.

While it is generally true that radio families, making up 98% of all families, follow the characteristics of the entire population, TV families differ. Despite the fact that increased growth of TV tends to narrow the differences in this respect, TV is still a medium of higher income, more urban, younger, larger, better-educated families than radio is. Advertisers have had to acknowledge this in making media decisions. At the same time, they have been able to analyze the varying characteristics of the audiences to particular radio (and TV) shows, through NRI-NTI analyses.

Program Preferences

Analyzing the top 10 evening once-a-week network shows, as a barometer of relative popularity, the first week in October, 1952, produced some that weren't in the select group 52 weeks earlier (Chart 7). With due allowance for ties, five shows moved into the 1952 top ten at the beginning of the new season. Two of the 1951 group — Winchell and Crosby — were not on the air that week; the other "displacers" were not far below 10th place.

Rank, of course, is not as relevant as ratings. Here, it should be noted that there were only small differences between one show and the next, and that every show in the '51 group showed a substantial drop in '52. And the average for the ten fell from 11.5 to 7.6.

Among the daytime top 10 shows, there was not so much change in rank or rating (Chart 8). Three new ones appeared (two of them Godfrey segments); there was only a slight drop in ratings for all but *Guiding Light*. The average for the '51 group was 7.3, against the '52 figure of 6.8. Here we have an indication of the sturdiness of daytime radio shows in the face of

(Continued on page 15)

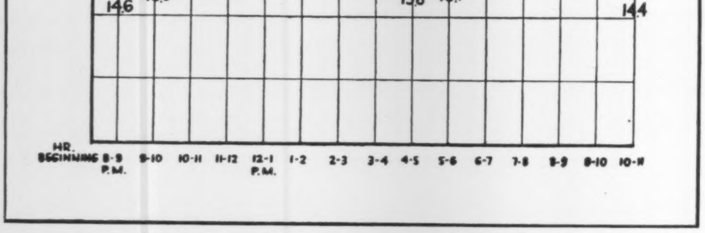


Chart 4—U. S. Homes Using Radio

JANUARY-JUNE 1952 — AVERAGE HOURS PER DAY

	1951	*1952*	*% CHANGE*
TOTAL DAY (24 HRS.)	3:38	3:10	-13
METRO.	3:14	2:42	-16
MED.	3:38	3:16	-10
SM. & RUR.	4:01	3:44	-7
DAY (6 A.M.-6 P.M.)	2:10	1:57	-10
METRO.	1:53	1:38	-13
MED.	2:05	1:57	-6
SM. & RUR.	2:32	2:24	-5
NIGHT (6 P.M.-6 A.M.)	1:28	1:13	-17
METRO.	1:21	1:04	-21
MED.	1:33	1:19	-15
SM. & RUR.	1:29	1:20	-10

Chart 5—Listening Volume, By Market Areas

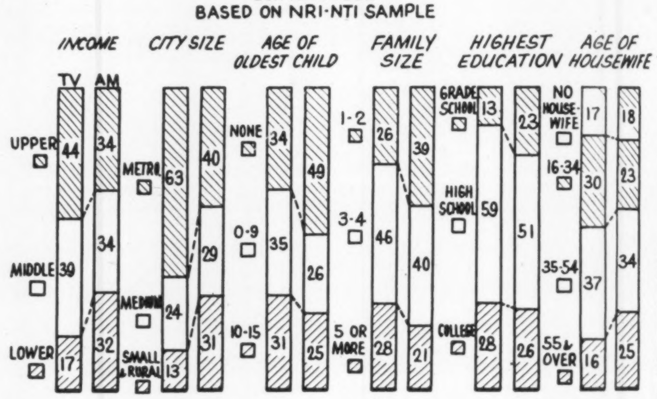


Chart 6—TV-AM Characteristics Comparison

1st WEEK-OCTOBER	RANK '51	RANK '52	NIELSEN-RATING '51	NIELSEN-RATING '52
JACK BENNY	1	1	13.9	8.7
LUX THEATRE	2	1	13.7	8.7
W. WINCHELL	3		12.4	
AMOS 'N' ANDY	4	3	11.9	8.2
BET YOUR LIFE	5	6	11.3	7.2
MR. & MRS. NORTH	6	9	10.9	6.8
GANGBUSTERS	7		10.5	
TALENT SCOUTS	7		10.5	
BING CROSBY	9		9.9	
DRAGNET	10		9.7	
PEOPLE ARE FUNNY		4		7.9
BIG STORY		4		7.9
FBI PEACE & WAR		6		7.2
GENE AUTRY		8		7.1
RAILROAD HOUR		9		6.8

Chart 7—Top Ten Network Evening Radio Shows '51 vs. '52

Nielsen

(Continued from page 14)

TV. Detailed NRI analysis of all daytime fare and listening habits tends to substantiate this fact.

Program Type Preferences

In a comparison of average ratings by program types (Chart 9), we find that in the second week of September, general drama shows led at night, as they did in the same period of '51; their average was 5.7. Situation comedies and audience participation shows came next, with 5.5. Mysteries followed, with 4.8. (It should be noted that there were not enough comedy-variety shows back on the air at that time to count in the standings).

Among daytime shows, the serials led, as usual, with a 5.3 average; their ratings have held up well in comparison with previous years. Participation shows came second, with 3.4.

Perhaps more important to advertisers than type ratings is the cost per thousand homes reached for specific program types (Chart 10). For the period shown, quizzes and audience participation shows were the best bargain in the evening, with mysteries a close second. This has been true for some seasons. The three types of musical shows were the costliest. It should be noted, of course, that none of the comedy-variety shows had returned to the air for the new season at the period of this study.

Among daytime multi-weekly shows, the soap operas were again at the bottom of the cost scale, with their economical $1.64 per thousand homes reached. This was even lower than the comparable figure in '51, and again points up the great strength of the serials as low-cost vehicles.

Meaning of the Trends

While the decrease in radio usage continued during the year just past, the medium is nevertheless larger than ever in circulation, potent in its ability to penetrate the mass market, and economical. At year's end, it still was able to reach nearly two and a half times as many homes as television; and these homes were spread across the entire country, in contrast to the younger medium's less universal coverage.

The shrewd advertiser will weigh these realities before making any basic selections of media. He will dwell on these and numerous other facts and case histories from our files before doing anything as rash as abandoning radio in favor of television because that seems like "the thing to do."

Repeated, painstaking analysis has shown that the judicious use of the one medium to complement the other, the thoughtful allocation of time and program expenditures in line with known facts, and the continuous application of meticulous audience research always have their rewards in the long run.

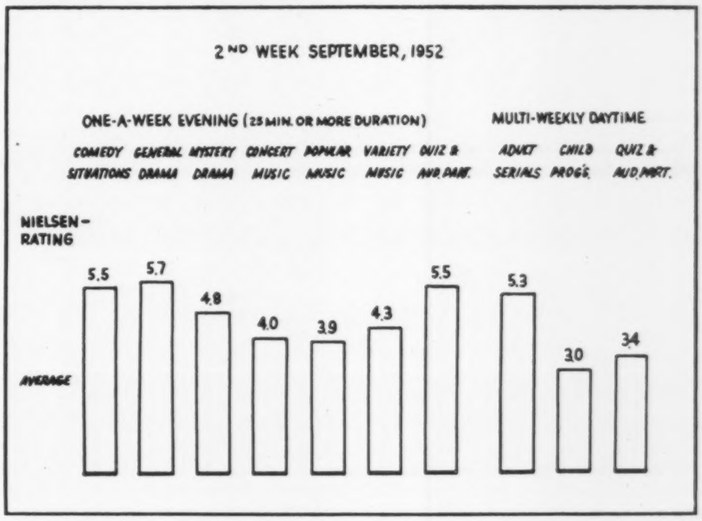


Chart 10—Cost Per Thousand Homes Reached By Program Types

	4th WEEK SEPTEMBER			
	RANK		NIELSEN-RATING	
	'51	'52	'51	'52
MA PERKINS	1	1	8.4	7.8
HELEN TRENT	2	2	8.3	7.1
BIG SISTER	3	4	7.8	6.9
OUR GAL SUNDAY	4	4	7.5	6.9
THEATRE OF TODAY	4		7.5	
WENDY WARREN	6		7.4	
AUNT JENNY	7	10	7.1	6.0
PEPPER YOUNG	8	9	6.8	6.3
GUIDING LIGHT	9	4	6.7	6.9
PERRY MASON	10		6.3	
ROAD OF LIFE	10		6.3	
GODFREY (L & M)		3		7.0
GODFREY (NABISCO)		7		6.7
RD. TO HAPPINESS		7		6.7

Chart 8—Top Ten Network Daytime Radio Shows '51 vs. '52

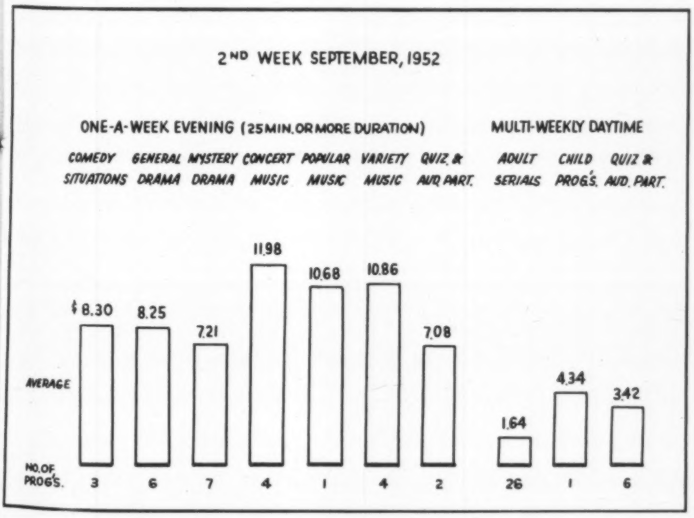


Chart 9—Program Type Comparisons

AM STATIONS AUTHORIZED IN U.S.

(From records of FCC)

Date	Licensed	Under Construction	Total Authorized
Jan. 1, 1922			30
Mar. 1, 1923			556
Oct. 1, 1924			530
June 20, 1925			571
June 30, 1926			528
Feb. 23, 1927			733
July 1, 1928			677
Nov. 9, 1929			618
July 1, 1930			612
July 1, 1931	603	9	612
Jan. 1, 1932	601	7	608
Jan. 1, 1933	599	11	610
Jan. 1, 1934	582	8	591
Jan. 1, 1935	585	20	605
Jan. 1, 1936	616	16	632
Jan. 1, 1937	646	39	685
Jan. 1, 1938	689	32	721
Jan. 1, 1939	722	42	764
Jan. 1, 1940	765	49	814
June 30, 1941			897
June 30, 1942			925
June 30, 1943			912
June 30, 1944			924
July 20, 1945	933	23	956
Jan. 1, 1946	940	64	1,004
Jan. 1, 1947	1,062	458	1,520
Jan. 1, 1948	1,522	440	1,762
Jan. 1, 1949	1,865	262	2,127
Jan. 1, 1950	2,048	186	2,234
Jan. 1, 1951	2,199	152	2,351
Jan. 1, 1952	2,300	98	2,408
Jan. 1, 1953	2,371	153*	2,624

* 20 on the air.

NETWORK TELEVISION

California Packing Corp.
Columbia Records, Inc.
Cowles Magazines, Inc.
The Gruen Watch Company
"Junket" Brand Foods
Lehn & Fink Products Corp.
Lever Brothers Co.—Pepsodent Div.
National Biscuit Company
The S. O. S. Co.
Standard Oil Co. (Indiana)
Standard Oil Co. (Ohio)
Westinghouse Electric Corp.

NETWORK RADIO

American Safety Razor Corp.
California Packing Corp.
California Spray-Chemical Corp.
Chesebrough Manufacturing Co.
Cowles Magazines, Inc.
The Gruen Watch Company
Lever Brothers Co.—Pepsodent Div.
National Biscuit Company
The Ohio Bell Telephone Co.
The Standard Oil Co. (Indiana)
The Standard Oil Co. (Ohio)
The S. O. S. Co.
Swift & Co.

...the air is filled with **McCANN-ERICKSON** clients!

It takes a lot of time and talent to keep selling the products and services of these McCann-Erickson clients! Thanks to all of you who have contributed to the successful 1952 Radio and TV advertising of these great companies.

SPOT TELEVISION

American Trust Co.
Bell Brand Foods, Ltd.
Broadway Dept. Store, Inc.
California Packing Corp.
California Wine Association
Chrysler Sales Division
Cinerama Productions
Clark Bros. Chewing Gum Co.
Columbia Records, Inc.
Cowles Magazines, Inc.
The Crowell-Collier Publishing Co.
Esso Standard Oil Co.
Frank Fehr Brewing Co.
Gray Drug Stores
The Gruen Watch Company
Hood Rubber Co.
"Junket" Brand Foods
Lehn & Fink Products Corp.
Leisy Brewing Co.
Lever Brothers Co.—Pepsodent Div.
Lucky Lager Brewing Co.
Milk Foundation, Inc.
National Biscuit Co.
National City Bank of Cleveland
Norwegian Canning Industry
The Ohio Bell Telephone Co.
Pacific Coast Borax Co.
Richman Brothers Co.
Soil-Off Co.
The S. O. S. Co.
Southern California & Southern Counties Gas Co.
Standard Oil Co. (Indiana)
Swift & Co.
Westinghouse Electric Supply Co. of St. Louis

SPOT RADIO

American Safety Razor Corp.
American Trust Co.
Broadway Department Store, Inc.
California Packing Corp.
California Spray-Chemical Corp.
California Wine Association
Central Vermont Railway, Inc.
Chesebrough Manufacturing Co.
Chrysler Sales Division
Cinerama Productions
Columbia Records, Inc.
Cowles Magazines, Inc.
The Crowell-Collier Publishing Co.
Frank Fehr Brewing Co.
W. P. Fuller & Co.
The Gruen Watch Company
Hood Rubber Co
"Junket" Brand Foods
Leisy Brewing Co.
Lever Brothers Co.—Pepsodent Div.
Lucky Lager Brewing Co.
Manufacturers Trust Co.
Milk Foundation, Inc.
National Biscuit Co.
National City Bank of Cleveland
Norwegian Canning Industry
The Ohio Bell Telephone Co.
Pacific Power & Light Co.
Portland Gas & Coke Co.
Richman Brothers Co.
Safeway Stores
The S. O. S. Co.
Southern California & Southern Counties Gas Co.
Standard Oil Co. (Indiana)
The Standard Oil Co. (Ohio)
Swift & Co.
Westinghouse Electric Supply Co. of St. Louis

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LABOR COSTS BIGGEST STATION EXPENSE

LABOR costs continued to absorb around half of the revenue of broadcasting stations in 1951, according to an analysis of radio's payroll and operating costs by Richard P. Doherty, director of the NARTB Employe-Employer Relations Dept. (No figures for 1952 available.)

Reviewing the relation of broadcast expenses to revenues, the analysis reveals that 84.04% of revenue goes into broadcast expenses, ranging downward from 90.52% in the case of smaller stations with an income under $50,000 to 74.97% for stations in the $350,000-$1,000,000 classification.

In the field of program expenditures, 13.90% of the total revenue dollar went to salaries and 3.43% to talent. Salaries in the general administrative classification absorbed 11.78% of the broadcast dollar.

Summarized, 13.96% of the revenue dollar went to technical expenses, 27.84% to program, 12.06% to selling and 30.18% to general administrative items.

Administrative salaries are highest at small stations, decreasing proportionately as the size of the station increases.

WHERE DO YOUR BROADCAST DOLLARS GO?

By Class of Station Income—1951

Broadcast Revenue = 100%; major items of operating expense and profit margin (before taxes) shown as percentage of revenue for each class of station income.

	Below $50,000	*$50,000 to $75,000*	*$75,000 to $100,000*	*$100,000 to $125,000*	*$125,000 to $150,000*	*$150,000 to $200,000*	*$200,000 to $350,000*	*$350,000 to $1,000,000*	*Over $1,000,000*	*Total*
Total Broadcast Revenue	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Total Broadcast Expenses	90.52	88.28	85.89	87.22	86.50	86.09	82.25	74.97	77.76	84.04
Technical Expenses										
Salaries	12.84	12.32	11.14	10.97	10.52	9.83	10.18	9.86	10.59	10.64
Repairs	2.16	1.90	1.54	1.71	1.43	1.65	1.42	1.33	1.13	1.56
Other	2.01	1.42	1.52	1.51	1.86	1.69	2.12	1.91	2.16	1.76
Total	17.01	15.64	14.20	14.19	13.81	13.17	13.72	13.10	13.88	13.96
Program Expenses										
Salaries	14.20	15.00	15.26	14.89	13.96	14.59	13.79	11.18	10.04	13.90
Talent	1.56	1.54	1.96	2.47	3.55	3.23	3.08	5.94	12.93	3.43
Royalties	3.84	3.55	3.07	3.22	2.96	3.10	3.40	3.10	3.02	3.21
Transcriptions	2.12	2.71	2.13	1.88	1.66	1.51	1.30	1.07	.46	1.66
Wire Service	5.20	2.72	2.62	1.67	1.99	1.40	1.02	.60	.31	1.69
News Service	2.22	1.89	1.46	1.35	1.22	1.15	1.18	1.31	1.45	1.36
Teletype Service	2.52	1.40	1.25	.93	.90	.73	.61	.35	.32	.87
Other	1.21	2.12	1.62	1.43	1.72	1.82	1.82	1.67	2.13	1.72
Total	33.37	30.93	29.37	27.84	27.96	27.53	26.20	25.22	30.66	27.84
Selling Expenses										
Salaries	4.30	8.69	7.60	10.04	9.80	9.62	8.76	6.42	4.80	8.45
Other	1.64	2.02	2.45	3.01	3.77	3.95	4.19	5.23	4.92	3.61
Total	5.94	10.71	10.05	13.05	13.57	13.57	12.95	11.65	9.72	12.06
General Admin. Expenses										
Salaries	16.18	11.50	13.29	13.00	12.43	12.58	10.89	9.15	7.61	11.78
Rent	1.10	1.42	1.24	1.27	1.63	1.50	1.83	2.09	2.82	1.61
Taxes	1.60	1.94	1.99	2.01	1.84	1.64	1.85	1.77	1.76	1.87
Losses	1.04	1.35	1.17	.79	.99	.87	.66	.22	.16	.81
Depreciation	5.78	5.55	5.25	5.27	5.62	5.28	5.18	4.17	3.10	5.11
Other	8.50	9.24	9.33	9.80	8.65	9.75	8.97	7.60	8.05	9.00
Total	34.20	31.00	32.27	32.14	31.16	31.82	29.38	25.00	23.50	30.18

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NOVEMBER	11.9

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List of stations supplied by each firm. Dagger (†) indicates firm is also newspaper representative. For representation of television stations see TELECASTING YEARBOOK

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Chicago 1—64 E. Lake St. Tel.: Franklin 2-0961. Gen. Mgr.: Joseph Kapps.

(Stations represented not reported)

ALASKA RADIO SALES

New York 17—17 E. 42d St. Tel.: Murray Hill 2-0813. Network Sales Mgr.: Charles E. Soden; Spot Sales Mgr.: Roy V. Smith.

Represents:

KFQD Anchorage
KFRB Fairbanks
KIBH Seward
KINY Juneau
KTKN Ketchikan
KIFW Sitka

AMERICAN SALES AND SERVICING AGENCY

New York 10—175 Fifth Ave. Tel.: Algonquin 4-7881. Pres.: Guy Bolam.

Represents:

Radio Luxembourg "One" and "Two"

AM RADIO SALES

New York—WMCA Bldg., 1657 Broadway. Mgr.: Wilmot H. Losee.
Chicago—400 N. Michigan Ave. John Carey, Jerry Glynn.

Represents:

WIND Chicago
WMCA New York
WLOL Minneapolis
KIOA Des Moines

AVERY-KNODEL INC.

New York 20—608 Fifth Ave. Tel.: Judson 6-5536. Mgr.: Lewis H. Avery.
Chicago 1—75 E. Wacker Dr. Tel.: Andover 3-4710. Mgr.: J. W. Knodel.
San Francisco 4—235 Montgomery St. Tel.: Yukon 2-3877. Mgr.: David H. Sandeberg.
Los Angeles 15—315 W. Ninth St. Tel.: Tucker 2435. Mgr.: John R. Markey.
Atlanta 3—41 Marietta St., N.W. Tel.: Cypress 7545. Mgr.: Charles C. Coleman
Dallas 1, Tex.—1915 Elm St. Tel.: Sterling 1558. Mgr.: Clyde B. Melville.

Represents:

WGAC Augusta, Ga.
KERO Bakersfield, Calif.
WGUY Bangor, Me.
WKBW Buffalo
WAPO Chattanooga, Tenn.
WJJD Chicago
WSAI Cincinnati
KDAL Duluth, Minn.
KEPO El Paso, Tex.
WERC Erie, Pa.
KFPW Fort Smith, Ark.
KFRE Fresno, Calif.
KILO Grand Forks, N. D.
WJEF Grand Rapids, Mich.
WFBC Greenville, S. C.
WMBR Jacksonville, Fla.
WKZO Kalamazoo, Mich.
WROL Knoxville, Tenn.
WIBA Madison, Wis.
WDGY Minneapolis
KOMA Oklahoma City
WHOO Orlando, Fla.
WIRL Peoria, Ill.
WGAN Portland, Me.
KOIN Portland, Ore.
WSLS Roanoke, Va.
WHBF Rock Island, Ill.
KROY Sacramento, Calif.
KALL Salt Lake City
KCBQ San Diego, Calif.
KJR Seattle
KMA Shenandoah, Ia.
KSOO Sioux Falls, S. D.
KXOB Stockton, Calif.
KTUL Tulsa, Okla.
WRUN Utica-Rome, N. Y.
WBRY Waterbury, Conn.
KXEL Waterloo, Ia.
KFBI Wichita, Kan.
WILK Wilkes Barre, Pa.

The Intermountain Network

†WILLIAM A. AYRES CO.

San Francisco 4—233 Sansome St. Tel.: Yukon 6-2981. Owner-Mgr.: William A. Ayres.

Represents:

Donald Cooke Inc.

BERTHA BANNAN

Boston—Little Bldg. Tel.: Hubbard 4370. Bertha Bannan.

New England Radio Representation:

WJAR Providence
WLBZ Bangor, Me.
WHAI Greenfield, Mass.
WCSH Portland, Me.
WHYN Holyoke, Mass.
WIBX Utica, N. Y.
WRDO Augusta, Me.
WFGM Fitchburg, Mass.
WSPR Springfield, Mass.
WNBH New Bedford, Mass.
WOCB Cape Cod, Mass.
WSYB Rutland, Vt.
WDEV Waterbury, Vt.
WWSR St. Albans, Vt.
WELI New Haven, Conn.
WBET Brockton, Mass.
WCRB Waltham, Mass.
WCCM Lawrence, Mass.
WLYN Lynn, Mass.
WJOY Burlington, Vt.
WERI Westerly, R. I.
WESX Salem, Mass.
WTHT Hartford, Conn.
WATR Waterbury, Conn.
WNAB Bridgeport, Conn.
WTOR Torrington, Conn.
WSAR Fall River, Mass.
WAAB Worcester, Mass.

Maine Broadcasting System

HIL F. BEST

Detroit 26—Park Avenue Bldg. Tel.: Woodward 2-7298.
Chicago 1—228 No. LaSalle. Tel.: State 2-5096.
New York 17—101 Park Ave. Tel.: Lexington 2-3783.
San Francisco 4—233 Sansome. Tel.: Yukon 6-2396.

Represents:

Texas Stations:
KVLF Alpine
KALT Atlanta
KRUN Ballinger
KTXC Big Spring
KNEL Brady
KSTB Breckenridge
KBOR Brownsville
KDET Center
KCTX Childress
KCLE Cleburne
KSTA Coleman
WTAW College Station
KVMC Colorado City
KCFH Cuero
KXIT Dalhart
KDNT Denton
KDDD Dumas
KNAF Fredericksburg
KSIJ Gladewater
KGRI Henderson
KPAN Hereford
KHBR Hillsboro
KSAM Huntsville
KEVT Kerrville
KOCA Kilgore
KINE Kingsville
KHIT Lampasas
KLVT Levelland
KORC Mineral Wells
KVKM Monahans
KIMP Mt. Pleasant
KRIG Odessa
KOGT Orange
KOLE Port Arthur
KFTV Paris
KIUN Pecos
KBOP Pleasanton
KCNY San Marcos
KWED Seguin
KSEY Seymour
KEVA Shamrock
KTAN Sherman
KSNY Snyder
KSTV Stephenville
KSST Sulphur Springs
KXOX Sweetwater
KVOU Uvalde
KNAL Victoria
New Mexico Stations:
KOBE Las Cruces
KFUN Las Vegas
KRTN Raton
Oklahoma Stations:
KWHW Altus
KWOE Clinton
KTAT Frederick
KGYN Guymon
KVLH Pauls Valley
Michigan Stations:
WKNK Muskegon
WSDC Marine City
WMTE Manistee
WMRP Flint
WFUR Grand Rapids
WHTC Holland
WHAK Rogers City
WJJW Wyandotte
Florida Stations:
WSWN Belle Glade
WDHL Bradenton
WCNU Crestview
WROD Daytona Beach
WBRD Fort Lauderdale
WGGG Gainesville
WJVB Jacksonville Beach
WLBE Leesburg
WNMB Melbourne
WFEC Miami
WPLA Plant City
WCNH Quincy
WTRR Sanford
WKXY Sarasota
WEBK Tampa
Other Stations:
WFRO Freemont, Ohio
WHLL Wheeling, W. Va.
KVRC Arkadelphia, Ark.
KRLW Walnut Ridge, Ark
KRAI Craig, Col.
KUBC Montrose, Col.
KCLO Leavenworth, Kan.
KSCB Liberal, Kan.

WALTER BIDDICK CO.

Los Angeles 15—1151 S. Broadway. Tel.: Richmond 6184. Mgr.: Guy Biddick.

Represents:

WIBW Topeka, Kan.
WIBX Utica, N. Y.
KJSK Columbus, Neb.[1]
KJAN Atlantic, Iowa[1]
KCID Caldwell, Ida.
KRPL Moscow, Ida.[2]
KSPT Sandpoint, Ida.
KSUB Cedar City, Utah
KMUR Murray, Utah [2]
KVOG Ogden, Utah [3]
KCSU Provo, Utah [3]
KCKN Kansas City, Mo.
KREI Farmington, Mo.[4]
KNEM Nevada, Mo.[4]
KCHI Chillicothe, Mo.[4]
KCLX Colfax, Wash.[2]
KCFH Cuero, Tex.
KAHU Honolulu

[1] KJSK-KJAN—One contract, 10% discount.
[2] KRPL-KCLX—One contract, 25% discount.
[3] Tri-City Network.
[4] Missouri Network—20% discount.

JOHN BLAIR & CO.

New York—Chrysler Bldg. East. Tel.: Murray Hill 2-6900. Chairman: John P. Blair; President: Richard D. Buckley.
Chicago—520 N. Michigan Ave. Tel.: Superior 7-8659. Mgr.: Charles F. Dilcher.
St. Louis—434 Paul Brown Bldg. Tel.: Chestnut 5688. Mgr.: J. Chris Hetherington.
Los Angeles—6331 Hollywood Blvd. Tel.: Granite 6103. Mgr.: Carleton E. Coveny.
San Francisco—608 Russ Bldg. Tel.: Douglas 2-3188. Mgr.: B. James Richards.
Detroit—1115 Book Bldg. Tel.: Woodward 5-3230. Mgr.: Charles D. Fritz.
Dallas—Rio Grande Nat'l Bldg. Tel.: Riverside 4228. Mgr.: Clarke R. Brown.

Represents:

Don Lee Broadcasting System
The Arizona Radio Network
Texas State Network

KOY Phoenix, Ariz.
KTUC Tucson, Ariz.
KHJ Los Angeles
KFXM San Bernardino, Calif.
KGB San Diego, Calif.
KFRC San Francisco
KGDM Stockton, Calif.
KFEL Denver
WJAX Jacksonville, Fla.
WQAM Miami
WDBO Orlando, Fla.
WFLA Tampa, Fla.
WGST Atlanta
KIDO Boise, Ida.
WXYZ Detroit
WLS Chicago
WIBC Indianapolis
WKLO Louisville
WDSU New Orleans
WFBR Baltimore
WHDH Boston
KXOK St. Louis
WHB Kansas City, Mo.
WOW Omaha, Neb.
WNEW New York
KFYR Bismarck, N. D.
WBNS Columbus, Ohio
KRMG Tulsa, Okla.
KPOJ Portland, Ore.
WWSW Pittsburgh
WGBI Scranton, Pa.
WSPA Spartanburg, S. C.
WTMA Charleston, S. C.
WRR-KFJZ Dallas, Ft. Worth, Tex.
KLYN Amarillo, Tex.
KWFT Wichita Falls, Tex.
KTRH Houston, Tex.
KABC San Antonio
KDYL Salt Lake City
KING Seattle, Wash.
WWDC Washington
WWVA Wheeling, W. Va.
WSAV Savannah, Ga.
WSGN Birmingham, Ala.
WENR Chicago

HASKELL BLOOMBERG

Lowell, Mass.—39 Kearney Square. Tel.: Lowell 8715. Gen. Mgr.: Haskell Bloomberg.
Lawrence, Mass.—Cregg Bldg. Tel.: Lawrence 2-2148.
Cambridge, Mass.—28 Carleton St. Tel.: Kirkland 7-2355.

Represents:

WLLH-AM-FM Lowell, Mass.

THE BOLLING CO. INC.

New York 17—480 Lexington Ave. Tel.: Plaza 9-8150. Mgr.: George W. Bolling.
Boston—80 Boylston St. Tel.: Hubbard 2-0346. Mgr.: James McCann.
Chicago 1—360 North Michigan Ave. Tel.: Dearborn 2-5277. Mgr.: John D. Stebbins.
Los Angeles 5—2978 Wilshire Blvd. Tel. Dunkirk 8-8158. Mgr.: V. E. Atkinson.
San Francisco 3—5 Third St. Tel.: Garfield 1-6740. Mgr.: George D. Close.

Represents:

WROW Albany, N. Y.
WHBU Anderson, Ind.
WNBF Binghamton, N. Y.
KFGO Fargo, N. D.
WANE Fort Wayne, Ind.
WHP Harrisburg, Pa.
WISH Lndianapolis
WKDA Nashville, Tenn.
KOWH Omaha, Neb.
WQAN Scranton, Pa.
WHOT South Bend, Ind.
WTHI Terre Haute, Ind.
WNEB Worcester, Mass.
WORL Boston
WBIR Knoxville, Tenn.
KFAC Los Angeles
WMBG Richmond, Va.
WVET Rochester, N. Y.
KXLW St. Louis
KSDO San Diego, Calif.
KOL Seattle, Wash.

LOUIS J. BORGATTI INC.

Boston 16—535 Statler Bldg. Tel.: Hancock 6-8182. Pres.-Treas.: Louis J. Borgatti; V.P.-Asst. Treas.: Joseph J. Borgatti.

Represents:

Connie Stackpole Show
Granite State Network

WKBR Manchester, N. H.
WTSA Brattleboro, Vt.
WTSL Lebanon, N. H.
WTSV Claremont, N. H.
WWNH Rochester, N. H.
WCOU Lewiston, Me.
WFAU Augusta, Me.
WIDE Biddeford, Me.
WPOR Portland, Me.
WBRK Pittsfield, Mass.
WHOB Gardner, Mass.
WTXL Springfield, Mass.
WARE Ware, Mass.
WTWN St. Johnsbury, Vt.
WWON Woonsocket, R. I.
WPJB Providence, R. I.

†THE BRANHAM CO.

Chicago—360 N. Michigan Ave. Tel.: Central 6-5726. Mgr.: C. B. Peterson.
New York—230 Park Ave. Tel.: Murray Hill 6-1860. Mgr.: Joseph F. Timlin.
Atlanta—Rhodes-Haverty Bldg. Tel.: Walnut 3025. Mgr.: H. L. Ralls.
St. Louis—Arcade Bldg. Tel.: Chestnut 6192. Mgr.: J. E. Nicholson.
Dallas—1005 Fidelity Union Life Bldg. Tel.: Riverside 4884. Mgr.: George Harding
Detroit—General Motors Bldg. Tel.: Trinity 1-0440. Mgr.: Fred Weber.
Charlotte, N. C.—Commercial National Bank Bldg. Tel.: 8839. Mgr.: B. C. Finch.
San Francisco—703 Market St. Tel.: Yukon 2-1582. Mgr.: Walter F. Patzlaff.
Los Angeles—6399 Wilshire Blvd. Tel.: Webster 1-1551. Mgr.: Norman E. Noyes.
Memphis—Sterick Bldg. Tel.: 8-2344. Mgr.: Sidney Nichols.

Represents:

WABB Mobile, Ala.
KTHS Hot Springs, Ark.
KFWB Los Angeles
KFMB San Diego, Calif.
WGBA Columbus, Ga.
WNEX Macon, Ga.
WTPS New Orleans
KWKH Shreveport, La.
WTBO Cumberland, Md.
WHYN Holyoke, Mass.
WRBC Jackson, Miss.
KOB Albuquerque, N. M.
WCPO Cincinnati
WDEF Chattanooga, Tenn.
WTJS Jackson, Tenn.
WNOX Knoxville, Tenn.
WMC Memphis
KFDA Amarillo, Tex.
KRIC Beaumont, Tex.
KIT Yakima, Wash.
KMO Tacoma, Wash.
KWBU Corpus Christi, Tex.
KRLD Dallas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va
WPAR Parkersburg, W. V

HOWARD C. BROWN CO.

Hollywood 38—6325 Santa Monica Blvd. Tel.: Hollywood 9-6045. Mgr.: Howard C. Brown.

Represents:

3XY Melbourne, Australia

BULMER & JOHNSON INC.

Minneapolis 2—WCCO Bldg. Tel.: Lincoln 7017.

(Stations represented not reported.)

BURN-SMITH CO. INC.

New York 18—19 W. 44th St. Tel.: Murray Hill 2-3124. Mgr.: C. Stanley Bailey.
Chicago 1—307 N. Michigan Ave. Tel.: Central 6-4437. Mgr.: John A. Toothill.

Represents:

KRIZ Phoenix, Ariz.
KFOX Long Beach, Calif.
KLX Oakland, Calif.
KSBW Salinas, Calif.
WRUF Gainesville, Fla.
WALB Albany, Ga.
WBGE Atlanta, Ga.
WAAF Chicago
WJVA South Bend, Ind.
KCRG Cedar Rapids, Ia.
WLBJ Bowling Green, Ky.
WFKY Frankfort, Ky.
WHLN Harlan, Ky.
WVLK Lexington-Versailles, Ky.
WKYW Louisville, Ky.
WOMI Owensboro, Ky.
WBOC Salisbury, Md.
WBCK Battle Creek, Mich.
WKLA Ludington, Mich.
WCMA Corinth, Miss.
WKOP Binghamton, N. Y.
WCNC Elizabeth City, N. C.
WFLB Fayetteville, N. C.
WGBG Greensboro, N. C.
WMFR High Point, N. C.
WFTC Kinston, N. C.
WEED Rocky Mount, N. C.
WSTP Salisbury, N. C.
WMFD Wilmington, N. C.
WLBR Lebanon, Pa.
WMRF Lewistown, Pa.
WBAX Wilkes-Barre, Pa.
WWPA Williamsport, Pa.
WAIM Anderson, S. C.
WHAN Charleston, S. C.
WOPI Bristol, Tenn.
WDXI Jackson, Tenn.
WENK Union City, Tenn.
WDVA Danville, Va.
WSAP Portsmouth, Va.
WROV Roanoke, Va.
WESB Bradford, Pa.

†CAPPER PUBLICATIONS

New York—420 Lexington Ave. Tel.: Lexington 2-1250. Mgrs.: Philip Zach, K. H. Constant, W. L. McKee.
Chicago—333 N. Michigan Ave. Tel.: Central 6-5977. Mgrs.: Frank Gaughen, Terry Hughes.
Kansas City—21 W. Tenth St. Tel.: Harrison 4700. Mgr.: Joe Story.
San Francisco—Russ Bldg. Tel.: Douglas 5220. Mgr.: Fred Jameson.

Represents:

KCKN Kansas City, Kan.
WIBW Topeka, Kan.

CBS RADIO SPOT SALES

A Service of CBS Radio

RADIO STATION REPRESENTATIVES

New York—485 Madison Ave. Tel.: Plaza 5-2000. Gen. Sales Mgr.: Wendell B. Campbell; Eastern Sales Mgr.: Henry R. Flynn.
Chicago—410 N. Michigan Ave. Tel.: Whitehall 4-6000. Western Sales Mgr.: Gordon F. Hayes.
Los Angeles—Columbia Sq. Tel.: Hollywood 9-1212. Mgr.: Edward A. Larkin.
San Francisco—Palace Hotel. Tel.: Yukon 2-7000. Mgr.: Hugh Stump.
Memphis—63 S. Main St. Tel.: 37-8612. Mgr.: H. H. Holtshouser.
Detroit—902 Fisher Bldg. Tel.: Trinity 2-5500. Mgr.: Ralph H. Patt Jr.

Represents:

KMOX St. Louis
KNX Los Angeles
KSL Salt Lake City
WAPI Birmingham
WBBM Chicago
WBT Charlotte
WCBS New York
WCAU Philadelphia
WCCO Minneapolis
Columbia California Network
Columbia Pacific Network
WEEI Boston
WRVA Richmond
WTOP Washington
KCBS San Francisco

HENRY I. CHRISTAL CO.

New York—270 Park Ave. Tel.: Murray Hill 8-4414. Mgr.: Henry I. Christal.
Chicago—333 N. Michigan Ave. Mgr.: James L. Thompson.
San Francisco—Russ Bldg. Mgr.: Richard E. Green.

Represents:

WBEN Buffalo
WGAR Cleveland
WJR Detroit
WDAF Kansas City
KFI Los Angeles
WHAS Louisville
WTMJ Milwaukee
WGY Schenectady

GEORGE W. CLARK INC.

Chicago—333 N. Michigan Ave. Tel.: Central 6-2884. Mgr.: George W. Clark.
New York—11 W. 42d St. Tel.: Oregon 5-7457. Mgr.: William Wyatt
Los Angeles—111 N. La Cienega, Beverly Hills. Tel.: Crestview 5-2022. Mgr.: Lee O'Connell.
San Francisco—233 Sansome St. Yukon 6-2981. Mgr.: William Ayres.

Represents:

KYA San Francisco
WFOX Milwaukee, Wis.
WHAM Marinette, Wis.
WNAM Neenah-Menasha, Wis.
WBEV Beaver Dam, Wis.
WCLO Janesville, Wis.
WGEZ Beloit, Wis.
KCOH Houston, Tex.
WIBX Utica, N. Y.
KOWL Santa Monica, Calif.
KRSC Seattle, Wash.

Evergreen Group of Washington State

(Continued on page 22)

THE BRANHAM COMPANY

representing

RADIO	
WABB	Mobile, Ala.
KTHS	Little Rock, Ark.
KFWB	Los Angeles, Calif.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WTBO	Cumberland, Md.
WHYN	Springfield-Holyoke, Mass.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
KMO	Tacoma, Wash.
KIT	Yakima, Wash.
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION	
KFMB-TV	San Diego, Calif.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

offices

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

STATION REPRESENTATIVES

(Continued from page 21)

THOMAS F. CLARK INC.

New York 17—205 E. 42d St. Tel.: Murray Hill 3-4266. Mgr.: Thomas F. Clark.
Chicago—35 E. Wacker Dr. Tel.: Central 6-1112. Mgr.: Paul Elsberry.

Represents:

KGIW Alamosa, Col.
KOKO La Junta, Col.
KVRH Salida, Col.
WTNT Tallahassee, Fla.
WMJM Cordele, Ga.
KLVC Leadville, Col.
WWGS Tifton, Ga.
WIVY Jacksonville, Fla.
KVBC Farmington, N. M.
WCRS Greenwood, S. C.
WLET Toccoa, Ga.
WKTG Thomasville, Ga.
WSNJ Bridgeton, N. J.
WMBO Auburn, N. Y.
WPAQ Mt. Airy, N. C.
WENC Whiteville, N. C.
WLTC Gastonia, N. C.
WTND Orangeburg, S. C.
KDSJ Deadwood, S. D.
KVWC Vernon, Tex.
WFLO Farmville, Va.
WLDY Ladysmith, Wis.

Intercollegiate Broadcasting System

CLARK-WANDLESS-MANN INC.

New York—205 E. 42d St. Tel.: Oregon 9-1575.

(Stations represented not reported)

COLLEGE RADIO CORP.

New York 17—545 Fifth Ave. Tel.: Murray Hill 7-6865. Pres.: Edward R. Hopple; Treas.: Robert R. Vance Jr.

(National representative for some 85 campus radio stations)

LIONEL COLTON

New York 17—551 Fifth Ave. Tel.: Murray Hill 7-5341.

(Stations represented not reported)

CONTINENTAL RADIO SALES

Philadelphia—Drexel Bldg. 111 S. 5th St. Tel.: Lombard 3-0882. Mgr.: Roberta Butche.
New York—285 Madison Ave. Tel.: Lexington 2-2450. Mgr.: Stephanie Matyas.
Chicago—228 N. LaSalle St. Tel.: Franklin 2-2095. Mgr.: Mrs. Ruth Olsen.

Represents:

WGYV Greenville, Ala.
KELD Eldorado, Ark.
KXJK Forrest City, Ark.
KFFA Helena, Ark.
KWSD Mt. Shasta, Calif.
KSFE Needles, Calif.
KPRO Riverside, Calif.
KVRH Salida, Col.
KCRT Trinidad, Col.
WCFM (FM) Washington, D.C.
WDEC Americus, Ga.
WBLJ Dalton, Ga.
WMLT Dublin, Ga.
WSGC Elberton, Ga.
KASI Ames, Iowa
KPRS Olathe, Kan.
WNTC Vancleve, Ky.
WJMB Brookhaven, Miss.
WRJW Picayune, Miss.
KDMO Carthage, Mo.
KWRE Warrenton, Mo.
KCHS Hot Springs, N. M.
WIFM Elkin, N. C.
WFRA Port Payne, Ala.
KAGH Crossett, Ark.
KOSE Osceola, Ark.
KDIA Auburn, Calif.
KRDU Dinuba, Calif.
WVOP Vidalia, Ga.
KRXK Rexburg, Idaho
WCHI Chicago Heights, Ill.
WTAQ LaGrange, Ill.
WEAW Evanston, Ill.
WMRI Marion, Ind.
WFVG Fuquay Springs, N. C.
WGNC Gastonia, N. C.
WBUY Lexington, N. C.
WTSB Lumberton, N. C.
WMAP Monroe, N. C.
WNNC Newton, N. C.
WFRC Reidsville, N. C.
WSIC Statesville, N. C.
WHED Washington, N. C.
WFOB Fostoria, Ohio
KWCO Chickasha, Okla.
KSIW Woodward, Okla.
WKPA New Kensington, Pa.
WKOK Sunbury, Pa.
WPRA Mayaguez, P. R.
WTYC Rock Hill, S. C.
KGFX Pierre, S. D.
WHUB Cookeville, Tenn.
WHBT Harriman, Tenn.
WJJM Lewisburg, Tenn.
WJIG Tullahoma, Tenn.
KRBA Lufkin, Tex.
KBUH Brigham City, Utah
WBNL Boonville, Ind.
WPKE Pikeville, Ky.
WMLN Mount Clemens, Mich.
WBIP Booneville, Miss.
KJSK Columbus, Neb.
KVBC Farmington, N. M.
WPNF Brevard, N. C.
WEQR Goldsboro, N. C.
WGBR Goldsboro, N. C.
WWGP Sanford, N. C.
WIGM Medford, Wis.
KENA Mena, Ark.
KLMO Longmont, Col.
KLMR Lamar, Col.
WKLY Hartwell, Ga.
WCOH Newman, Ga.
KEYY Pocatello, Ida.
KJAN Atlantic, Iowa
WFMW Madisonville, Ky.
KASM Albany, Minn.
WKLK Cloquet, Minn.
KBMN Bozeman, Mont.
WMPM Smithfield, N. C.
WCPS Tarboro, N. C.
WADE Wadesboro, N. C.
KTIL Tillamook, Ore.
WSNW Seneca, S. C.
WBCU Union, S. C.
KMUR Murray, Utah
KNEU Provo, Utah
KOVE Lander, Wyo.
KOSF Nacagdoches, Tex.
KFLD Floydada, Tex.
WFRX Frankfort, Ill.
WHCC Waynesville, N. C.
WIAM Williamston, N. C.
WREV Reidsville, N. C.
KWIN Ashland, Ore.
WLIL Lenoir City, Tenn.
WOKE Oak Ridge, Tenn.
KFLD Floydada, Tex.
KVOU Uvalde, Tex.
WOKW Sturgeon Bay, Wis.
WMFM Madison, Wis.
KRKL Kirkland, Wash.

THE CONWELL CO.

Kansas City 6—1002 Walnut. Tel.: Victor 1120. Owner: John O. Conwell.

Represents:

KCHI Chillicothe, Mo.
KWRE Warrenton, Mo.
KNCM Moberly, Mo.
KNEM Nevada, Mo.
KREI Farmington, Mo.
KCLO Leavenworth, Kan.

DONALD COOKE INC.

New York 17—551 Fifth Ave. Tel.: Murray Hill 2-7270. Mgr.: Donald Cooke.
Chicago 1—228 N. LaSalle St. Tel.: State 2-5096. Mgr.: Fred R. Jones.
Los Angeles 36—111 N. LaCienega Blvd. Tel.: Crestview 5-2022. Mgr.: Lee F. O'Connell.
Detroit—1076 Penobscot Bldg. Tel.: Woodward 2-3080. Mgr.: Charles J. Sheppard.
San Francisco—233 Sansome St. Tel.: Douglas 2-4586. Mgr.: Bill Ayres.

Represents:

KTIP Porterville, Calif.
KBOW Butte, Mont.
WKAL Rome-Utica, N. Y.
KASH Eugene, Ore.
WCMB Harrisburg, Pa.
KFRO Longview, Tex.
KPAS Banning, Calif.
KWTC Barstow, Calif.
KRNO San Bernardino, Calif.
WINK Fort Myers, Fla.
KSEK Pittsburg, Kan.
KROX Crookston, Minn.
WGVA Geneva, N. Y.
WKPT Kingsport, Tenn.
KCTI Gonzales, Tex.
KRUX Phoenix, Ariz.
WEAM Arlington, Va.
KISD Sioux Falls, S. D.
KPUG Bellingham, Wash.
KSEM Moses Lake, Wash.
WONN Lakeland, Fla.
KBIO Burley, Ida.
KOJM Havre, Mont.
WIRK West Palm Beach, Fla.
WHKP Hendersonville, N. C.
WCDL Carbondale, Pa.
WLYC Williamsport, Pa.
WMEV Marion, Va.

Canadian Stations:

CKMO Vancouver
CJIB Vernon, B. C.
CKOK Penticton, B. C.
CHUB Nanaimo, B. C.
CKBW Bridgewater, N. S.
CKOY Ottawa, Ont.
CKFI Fort Frances, Ont
CKY Winnipeg
CJAV Port Alberni, B. C.
CKXL Calgary, Alta.
CJOY Guelph, Ont.
CJRL Kenora, Ont.
CKWS Kingston, Ont.
CJKL Kirkland Lake, Ont.
CFCH North Bay, Ont.
CHEX Peterborough, Ont.
CHOK Sarnia, Ont.
CHLO St. Thomas, Ont.
CKGB Timmins, Ont.
CKEY Toronto
CKVL Montreal
CJON St. John's, Nfld.
CJDC Dawson Creek, B. C
CHUB Nanaimo, B. C.
CJSO Sorel, Que.

Quebec French Radio Group

HARRY E. CUMMINGS

Jacksonville, Fla.—Barnett Bank Bldg. Tel.: 6-5770. Mgr.: Harry E. Cummings.

Southeastern Representative:

WSGN Birmingham, Ala.
WTMA Charleston, S. C.
WHIO Dayton, Ohio
WDIG Dothan, Ala.
WHBS Huntsville, Ala.
WJAX Jacksonville, Fla.
WQAM Miami, Fla.
WDBO Orlando, Fla.
WSAV Savannah, Ga.
WSPA Spartanburg, S. C.
WTAL Tallahassee, Fla.
WFLA Tampa, Fla.

DEVNEY & CO.

New York 17—535 Fifth Ave. Tel.: Murray Hill 7-5365. Pres.: E. J. Devney.

Represents:

WEWO Laurinburg, N. C.
KDMS El Dorado, Ark.
KBTM Jonesboro, Ark.
WCNX Middletown, Conn.
WPCF Panama City, Fla.
WSIR Winter Haven, Fla.
WGFM Fitchburg, Mass.
WGVM Greenville, Miss.
WATN Watertown, N. Y.
WELS Kinston, N. C.
WLAY Muscle Shoals, Ala.
WONW Defiance, Ohio
WRJM Newport, R. I.
WANS Anderson, S. C.
KFTS Texarkana, Tex.
WINA Charlottesville, Va.
WKEY Covington, Va.
WSVA Harrisonburg, Va.
WKOY Bluefield, W. Va.
WFHR Wisconsin Rapids, Wis.
KDAS Malvern-Hot Springs, Ark.
KSMN Mason City, Iowa
KDKD Clinton, Mo.
WOSC Fulton, N. Y.
WYVE Wytheville, Va.

Upper Midwest Broadcasting System
Wisconsin Network
Cotton Belt Group

DORA-CLAYTON AGENCY INC.

Atlanta 3—405 Mortgage Guarantee Bldg. Tel.: Alpine 1241. Operated by Dora C. Cossé and Clayton J. Cossé.

Represents:

Forjoe & Co. Palmetto Network (S.C.)

WSPC Anniston, Ala.
WBCO* Bessemer-Birmingham, Ala.
WEBJ Brewton, Ala.
WHOS* Decatur, Ala.
WOOF* Dothan, Ala.
WOWL* Florence, Ala.
WETO Gadsden, Ala.
WKAB* Mobile, Ala.
WMGY* Montgomery, Ala.
WPNX* Phenix City, Ala.
WJRD Tuscaloosa, Ala.
KDMS Eldorado, Ark.
KOWL* Santa Monica, Calif.
WBBQ* Augusta, Ga.
WDEC Americus, Ga.
WALB Albany, Ga.
WRFC Athens, Ga.
WERD* Atlanta, Ga.
WGAA Cedartown, Ga.
WPNX* Columbus, Ga.
WDMG Douglas, Ga.
WGGA Gainesville, Ga.
WLAG LaGrange, Ga.
WBGR Jesup, Ga.
WIBB* Macon, Ga.
WRGA Rome, Ga.
WKTG Thomasville, Ga.
WGOV* Valdosta, Ga.
WGGG Gainesville, Fla.
WMIE Miami, Fla.
WPCF Panama City, Fla.
WTNT* Tallahassee, Fla.
WEBK Tampa, Fla.
WGVM* Greenville, Miss.
WJXN* Jackson, Miss.
WVMI Biloxi, Miss.
WVIM* Vicksburg, Miss.
WLOU* Louisville, Ky.
KENT* Shreveport, La.
WRCS Ahoskie, N. C.
WABZ Albemarle, N. C.
WHKY Hickory, N. C.
WELS Kinston, N. C.
WSAT Salisbury, N. C.
WCPS* Tarboro, N. C.
WGTM* Wilson, N. C.
WAAA* Winston-Salem, N. C.
WFNS Burlington, N. C.
KFMJ Tulsa, Okla.
KTOW Oklahoma City, Okla.
WAIM* Anderson, S. C.
WACA* Camden, S. C.
WPAL* Charleston, S. C.
WNOK* Columbia, S. C.
WDSC* Dillon, S. C.
WJMX* Florence, S. C.
WESC* Greenville, S. C.
WTYC Rock Hill, S. C.
WCRS Greenwood, S. C.
WATO Oak Ridge, Tenn.
WKPT Kingsport, Tenn.
WSOK* Nashville, Ten.
WDIA* Memphis, Tenn.
WDVA* Danville, Va.
WFHG Bristol, Va.

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* Indicates stations with all or part Negro programs.

EVERETT-McKINNEY INC.

New York 17—40 E. 49th St. Tel.: Plaza 9-3747.
Chicago 11—400 N. Michigan Ave. Tel.: Superior 7-9052.
Beverly Hills—111 N. LaCienega Blvd. Tel.: Crestview 5-2022.
San Francisco—233 Sansome St. Tel.: Yukon 6-2396.

Represents:

WTHT Hartford, Conn.
WSTC Stamford, Conn.
WDAN Danville, Ill.
KWHK Hutchinson, Kan.
WLAM Lewiston, Me.
WPOR Portland, Me.
WBEC Pittsfield, Mass.
WAAB Worcester, Mass.
WENY Elmira, N. Y.
WHDL Olean, N. Y.
WHEC Rochester, N. Y.
WNXT Portsmouth, Ohio
WLEC Sandusky, Ohio
KFLW Klamath Falls, Ore.
KORE Eugene, Ore.
KSLM Salem, Ore.
WPAM Pottsville, Pa.
WRAK Williamsport, Pa.
KWTX Waco, Tex.
WLIP Kenosha, Wis.
WMGA Moultrie, Ga.
WFRP Savannah, Ga.
KSYL Alexandria, La.
WABI Bangor, Me.
WTVL Waterville, Me.
WEOK Poughkeepsie, N. Y.
KUNO Corpus Christi, Tex.

FORJOE & CO. INC.

New York 19—29 West 57th St. Tel.: Plaza 5-8501. Pres.: Joseph Bloom; Gen. Mgr.: Joseph Ruggiero; Sales Mgr.: Bernard Howard; Helen Wood; William Ashley, Eugene Litt.
Chicago 11—435 N. Michigan Ave. Tel.: Delaware 7-1874. Gen. Mgr.: William R. Wyatt; Tom Cinquina.
Los Angeles 14—1127 Wilshire Blvd. Tel.: Madison 6-8329. Mgr.: Lawrence Krasner.
San Francisco 5—591 Market St. Tel.: Sutter 1-7569. Mgr.: Zonabelle Samson.
Atlanta 3—405 Mortgage Guarantee Bldg. Tel.: Adpine 1241. Mgr.: Clayton Cossé.

(Stations represented not reported.)

FREE & PETERS INC.

New York 22—444 Madison Ave. Tel.: Plaza 1-2700. Pres.: H. Preston Peters; Eastern Radio Sales Mgr.: Jones Scovern.
Chicago 1—230 N. Michigan Ave. Tel.: Franklin 2-6373. Mgr.: John A. Cory; Midwest Radio Sls. Mgr.: Arthur Bagge.
Atlanta 3—Palmer Bldg. Tel.: Main 5667. Mgr.: James M. Wade.
Detroit 26—Penobscot Bldg. Tel.: Woodward 1-4225. Mgr.: W. W. Bryan.
Fort Worth 2—406 W. 7th St. Tel.: Fortune 3349. Mgr.: Joseph W. Evans.
Hollywood 28—6331 Hollywood Blvd. Tel.: 9-2151. Mgr.: Hal W. Hoag.
San Francisco 4—Russ Bldg. Tel.: Sutter 1-3796. Mgr.: William A. Morrison.

Represents:

WBZ-WBZA Boston-Springfield
WGR Buffalo
KYW Philadelphia
KDKA Pittsburgh
WFBL Syracuse
WCSC Charleston, S. C.
WIST Charlotte
WIS Columbia, S. C.
WGH Norfolk-Newport News
WPTF Raleigh-Durham
WDBJ Roanoke
WHO Des Moines
WOC Davenport
WDZ Decatur, Ill.
WDSM Duluth-Superior
WDAY Fargo, N. D.
WOWO Fort Wayne
KMBC-KFRM Kansas City
WIRE Indianapolis
WAVE Louisville
WTCN Minneapolis-St. Paul
KFAB Omaha
WMBD Peoria
KSD St. Louis
WAOV Vincennes, Ind.
KFDM Beaumont
KVAL Brownsville
KRIS Corpus Christi
WBAP Fort Worth-Dallas
KXYZ Houston
KTSA San Antonio
KDSH Boise
KVOD Denver
KGMB-KHBC Honolulu-Hilo
KEX Portland, Ore.
KIRO Seattle

GILL-KEEFE & PERNA INC.

New York 21—654 Madison Ave. Tel.: Templeton 8-4740. Pres.: Helen Gill; Exec. V.P.: John J. Perna Jr.
Chicago—75 E. Wacker Dr. Tel.: Central 6-2420.
Los Angeles—2330 W. Third St. Tel.: Dunkirk 7-4388.
San Francisco—57 Post St. Tel.: Sutter 1-5568 .

(Stations represented not reported.)

PAUL GIRARD CO.

Dallas 1—314 Thomas Bldg. Tel.. Sterling 1037.

(Stations represented not reported)

GENE GRANT & CO.

Los Angeles 36—5225 Wilshire Blvd. Tel.: York 8812.

(Stations represented not reported.)

W. S. GRANT CO. INC.

San Francisco—703 Market St. Tel.: Exbrook 2-6685. Gen. Mgr.: W. S. Grant.
Los Angeles—1127 Sunset Blvd. Tel.: Madison 9-2653. Mgr.: Larry Krasner.
New York—33 W. 42d St. Tel.: Bryant 9-1374.
Chicago—612 N. Michigan Ave. Tel.: Superior 7-8177.

(Stations represented not reported)

IRENE GRIFFITH

Hollywood 28—1341 No. Cahuenga Blvd. Tel.: Hillside 3912.
San Francisco 4—681 Market St. Tel.: Douglas 4475.

(Stations represented not reported)

MELCHOR GUZMAN CO. INC.

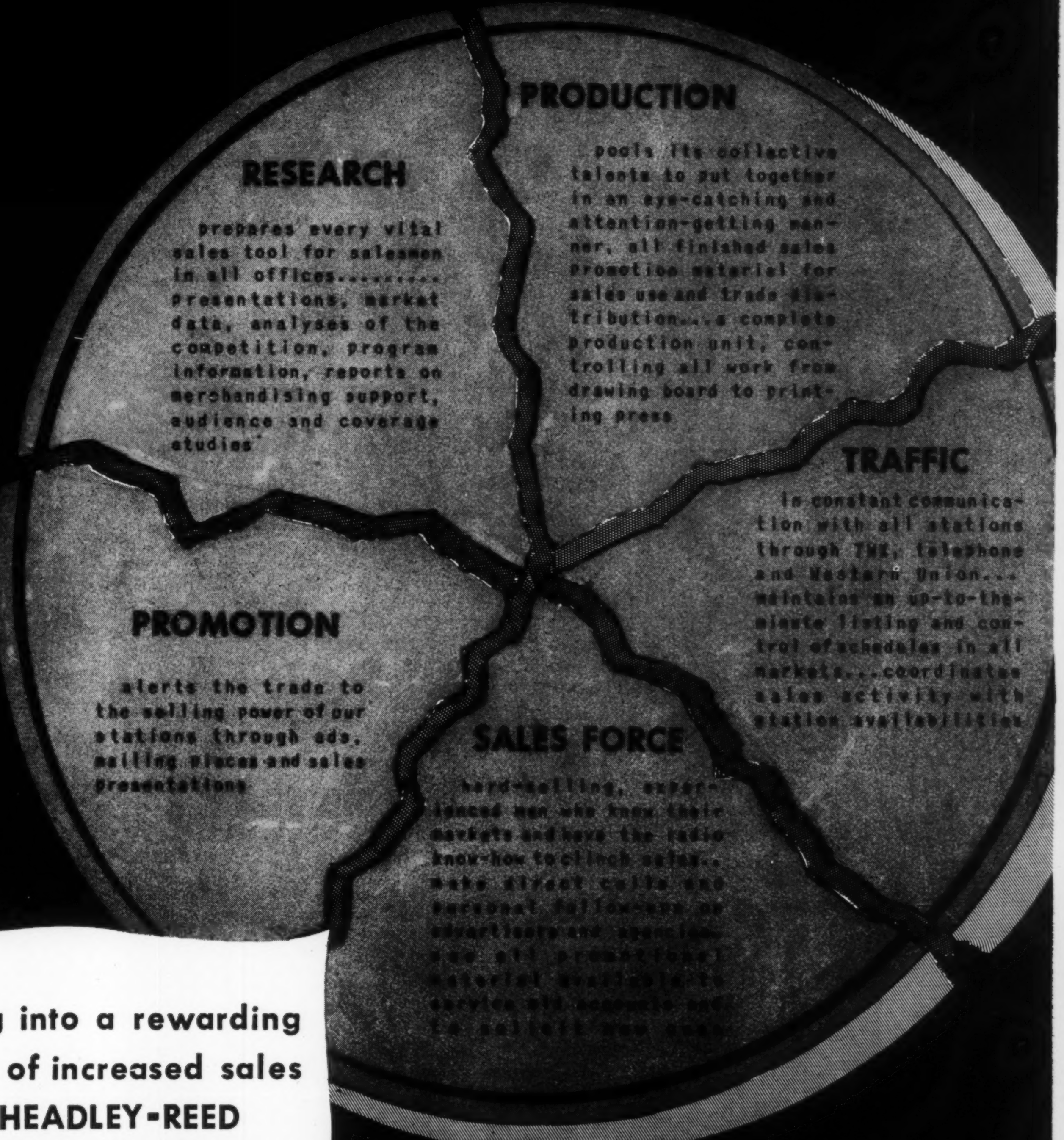
New York—45 Rockefeller Plaza. Tel.: Circle 7-0624. V. P. in Charge: A. M. Martinez.

(Represents stations in Cuba, Mexico, Puerto Rico, Central and South America)

(Continued on page 24)

XUM

The pieces fall into place...



RESEARCH

prepares every vital sales tool for salesmen in all offices......... presentations, market data, analyses of the competition, program information, reports on merchandising support, audience and coverage studies

PRODUCTION

pools its collective talents to put together in an eye-catching and attention-getting manner, all finished sales promotion material for sales use and trade distribution....a complete production unit, controlling all work from drawing board to printing press

TRAFFIC

in constant communication with all stations through TWX, telephone and Western Union... maintains an up-to-the-minute listing and control of schedules in all markets....coordinates sales activity with station availabilities

PROMOTION

alerts the trade to the selling power of our stations through ads, mailing pieces and sales presentations

SALES FORCE

hard-selling, experienced men who know their markets and have the radio know-how to clinch sales.. make direct calls and personal follow-ups on advertisers and agencies... use all promotional material available to service old accounts and to solicit new ones

Shaping into a rewarding pattern of increased sales for HEADLEY-REED represented stations

Headley-Reed Company

Radio Station Representatives

NEW YORK CHICAGO ATLANTA PHILADELPHIA SAN FRANCISCO HOLLYWOOD

STATION REPRESENTATIVES

(Continued from page 22)

†ARTHUR H. HAGG ASSOCIATES INC.

Chicago 1—360 N. Michigan Ave. Tel.: Central 6-7553. Mgr.: Arthur H. Hagg.
New York 17—366 Madison Ave. Tel.: Murray Hill 2-8865. Mgr.: Phil Broderick.

Represents:

KGNO Dodge City, Kan.

HEADLEY-REED CO.

New York—420 Lexington Ave. Tel.: Murray Hill 5-8701. Pres.: Frank W. Miller Sr.; Sec.-Treas.: Frank W. Miller Jr.; V. P.: W. B. Faber; V. P.-Mgr. N. Y. Office: Sterling B. Beeson
Chicago—230 N. Michigan Ave. Tel.: Franklin 2-4686. V. P.-Mgr.: John H. Wrath.
Detroit—2019 Penobscot Bldg. Tel.: Woodward 2-7371. Mgr.: Harold V. Barrett.
Atlanta—Palmer Bldg. Tel.: Cypress 4311. Mgr.: E. W. Sweatman Jr.
San Francisco—300 Montgomery St. Tel.: Yukon 6-1265. Mgr.: Ralph W. Mitchell.
Hollywood—Taft Bldg. Tel.: Hillside 7738. Mgr.: Clark Barnes.
New Orleans—Lee Circle Bldg. Tel.: Tulane 3363. Mgr.: Milton De Reyna Jr.
Philadelphia—1216 Lincoln Liberty Bldg. Tel.: Locust 4-0678. Mgr.: Robert S. Dome.

Represents:

WALA Mobile, Ala.
WSFA Montgomery, Ala.
WDAK Columbus, Ga.
WGL Ft. Wayne, Ind.
WSAR Fall River, Mass.
WSAM Saginaw, Mich.
KFEQ St. Joseph, Mo.
WHLD Niagara Falls, N. Y.
WSJS Winston-Salem, N. C.
WKOW Madison, Wis.
WFMJ Youngstown, Ohio
WSAN Allentown, Pa.
WSYR Syracuse, N. Y.
WTRY Troy, N. Y.
WONE Dayton, Ohio
WLAN Lancaster, Pa.
WEEK Peoria, Ill.
WEMP Milwaukee, Wis.
WEEU Reading, Pa.
WTOD Toledo, Ohio
WFAS White Plains, N. Y.
WRDW Augusta, Ga.
WKMH Dearborn, Mich.
WTOK Meridian, Miss.
KOTA Rapid City, S. D.
WHIM Providence, R. I.
WBML Macon, Ga.
KWWL Waterloo, Iowa
WORC Worcester, Mass.
WKHM Jackson, Mich.
WHK Cleveland, Ohio
WCOS Columbia, S. C.
KSFO San Francisco, Calif.
WBRE Wilkes-Barre, Pa.
WSCR Scranton, Pa.
WKAT Miami, Fla.

GEORGE P. HOLLINGBERY CO.

Chicago 1—307 N. Michigan Ave. Tel.: Andover 3-2636. Mgr.: George P. Hollingbery.
New York 18—500 Fifth Ave. Tel.: Bryant 9-3960. Mgr.: F. E. Spencer Jr.
Atlanta 3—223 Peachtree St. Tel.: Cypress 1489. Mgr.: Richard N. Hunter.
San Francisco 4—400 Montgomery St. Tel.: Douglas 2-1792. Mgr.: Knox LaRue.
Los Angeles 13—411 W. Fifth St. Tel.: Madison 6-3633. Mgr.: Harry H. Wise Jr.

Represents:

WADC Akron Ohio
WAEB Allentown, Pa.
WQXI Atlanta, Ga.
WJBF Augusta, Ga.
KPMC Bakersfield, Calif.
WJBO Baton Rouge, La.
WBCM Bay City, Mich.
WINR Binghamton, N. Y.
KGEM Boise, Ida.
*WGN Chicago, Ill.
WRBL Columbus, Ga.
WBTM Danville, Va.
WHIO Dayton, Ohio
WWJ Detroit, Mich.
WEBC Duluth, Minn.
KTSM El Paso, Tex.
WEAU Eau Claire, Wis.
WJPS Evansville, Ind.
KYNO Fresno, Calif.
WBIG Greensboro, N. C.
KPOA Honolulu, Hawaii
WJDX Jackson, Miss.
KGHI Little Rock, Ark.
WLVA Lynchburg, Va.
WISC Madison, Wis.
WIOD Miami, Fla.
WQUA Moline, Ill.
WSIX Nashville, Tenn.
WWEZ New Orleans, La.
KOOL Phoenix, Ariz.
WJAS Pittsburgh, Pa.
KOLO Reno, Nev.
WHAM Rochester, N. Y.
KUTA Salt Lake City, Utah
KITO San Bernardino, Calif.
KIST Santa Barbara, Calif.
WARM Scranton, Pa.
KVI Seattle, Wash.
KSCJ Sioux City, Iowa
WORD Spartanburg, S. C.
WSPR Springfield, Mass.
KGBX Springfield, Mo.
KSTN Stockton, Calif.
KCNA Tucson, Ariz.

Arrowhead Network

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* Except in Chicago, New York, Boston, Detroit, Minneapolis, Milwaukee, Cincinnati, Philadelphia.

HAL HOLMAN CO.

Chicago 1—360 N. Michigan Ave. Tel.: Franklin 2-0016. Mgr.: Hal Holman.
New York—535 Fifth Ave. Tel.: Murray Hill 7-5365. Mgr.: Ed Devney.
Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 5048. Mgr.: Tracy Moore.

Represents:

WTCM Traverse City, Mich.
WATT Cadillac, Mich.
WATZ Alpena, Mich.
WMBN Petoskey, Mich.
WATC Gaylord, Mich.
WABJ Adrian, Mich.
WHFB Benton Harbor, Mich.
*WIBM Jackson, Mich.
WMUS Muskegon, Mich.
WCEN Mt. Pleasant, Mich.
WIBV Belleville, Ill.
WCAZ Carthage, Ill.
WHOW Clinton, Ill.
WLBH Mattoon, Ill.
WLDS Jacksonville, Ill.
WJOL Joliet, Ill.
WKAN Kankakee, Ill.
WVLN Olney, Ill.
WSIV Pekin, Ill.
WWCA Gary, Ind.
*WLBC Muncie, Ind.
WKAM Warsaw, Ind.
KFIZ Fond du Lac, Wis.
WAUX Waukesha, Wis.
WSPT Stevens Point, Wis.
WGNS Murfreesboro, Tenn
WCRK Morristown, Tenn.
WTPR Paris, Tenn.
KIUP Durango, Col.
KGLN Glenwood Spring, Col.
KFXJ Grand Junction, Col.
KFKA Greeley, Col.
KGAR Garden City, Kan.
KJCK Junction City, Kan.
KNEB Scottsbluff, Neb.
KGFW Kearney, Neb.
KWAL Wallace, Idaho
WLBS Birmingham, Ala.
WGWC Selma, Ala.
WHIR Danville, Ky.
WMIK Middlesboro, Ky.
WAYX Waycross, Ga.
KDSJ Deadwood, S. D.

DON HOWARD & CO.

Del Rio, Tex.—Foster Bldg. Tel.: 1745. Owner: Don Howard.

Represents:

XEDM Hermosillo
XEFW Tampico

H-R REPRESENTATIVES INC.

New York 17—405 Lexington Ave. Tel.: Murray Hill 9-2606. Pres.-Treas.: Frank M. Headley; Exec. V.P.: Dwight S. Reed; V.P.-Sec.: Frank E. Pellegrin; V.P.: Paul R. Weeks; V.P.; Carlin S. French; Allan W. Kerr, James W. LeBaron, Lou Faust, Joseph Amaturo, Walter Dunn.
Chicago 3—79 W. Monroe St. Tel.: Randolph 6-0113. Dwight S. Reed, Carlin S. French, William B. Ogden.
San Francisco—110 Sutter St. Tel.: Exbrook 2-3407. James M. Alspaugh.
Hollywood—710 Equitable Bldg. Tel.: Granite 1480. V.P.: Harold Lindley.

Represents:

KMPC Los Angeles
WROK Rockford, Ill.
WFBG Altoona, Pa.
WJIM Lansing, Mich.
WMSC Columbia, S. C.
WCOL Columbus, Ohio
KMMJ Grand Island, Neb.
WLOK Lima, Ohio
WHUM Reading, Pa.
KJBS San Francisco
WTSP St. Petersburg, Fla.
KNOE Monroe, La.
WNOE New Orleans
WJW Cleveland
WGFG Kalamazoo, Mich.
WONS Hartford, Conn.
WSOC Charlotte, N. C.
WWNC Asheville, N. C.
KXXX Colby, Kan.
WIKK Erie, Pa.
WNAC Boston
WEAN Providence, R. I.
WILD Birmingham, Ala.
WING Dayton, Ohio
KSOX Harlingen, Tex.
KTHT Houston, Tex.
WIZE Springfield, Ohio
WELI New Haven, Conn.
WOR New York*
Yankee Network

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* West Coast only.

INDIE SALES INC.

New York 17—60 E. 42d St. Tel.: Murray Hill 2-4813. Mgr.: Jack Koste.
Chicago 1—228 N. LaSalle St. Tel.: State 5096.
Detroit 26—Park Avenue Bldg. Tel.: Woodward 2-7298.
Los Angeles 36—5225 Wilshire Blvd. Tel.: York 8812.
San Francisco—681 Market St. Tel.: Yukon 6-0621.

(Stations represented not reported)

†INTER-AMERICAN PUBLICATIONS INC.

New York 17—41 E. 42d St. Tel.: Murray Hill 2-0886. Pres.: Angel Ramos; V. P.-Treas.: Jose Oviedo; Sec.: Frank Navarro.

Represents:

WKAQ San Juan, P. R.
WKJB Mayaguez, P. R.
WPAB Ponce, P. R.

†INTER-STATE UNITED NEWSPAPERS

New York—545 Fifth Ave. Tel.: Murray Hill 2-5452.
Chicago—25 E. Jackson Blvd. Tel.: Webster 9-7260.
Detroit—2146 St. Antoine St. Tel.: Cadillac 4497.
Los Angeles—4822 S. Avalon Blvd.

Represents:

WNOP Newport, Ky.-Cincinnati
WUSN Charleston, S. C.
KSKY Dallas, Tex.
KFRD Rosenberg, Tex.
KCNC Fort Worth, Tex.
KPRS Kansas City, Mo.
WMRA Montgomery, Ala.
WHOD Homestead, Pa.-Pittsburgh
WRNO Orangeburg, S. C.

FRED R. JONES & SON

Chicago—228 N. La Salle St. Tel.: State 2-5096.

Represents:

Donald Cooke, Inc.
Hil F. Best Co.
Indie Sales Inc.

†THE KATZ AGENCY

New York 22—488 Madison Ave. Tel.: Plaza 9-4460. Radio Sales Mgr.: M. S. Kellner.
Chicago 1—307 N. Michigan Ave. Tel.: Central 6-7343. Mgr.: Gerald H. Gunst.
Detroit 26—Penobscot Bldg. Tel.: Woodward 3-8420. Mgr.: Ralph Bateman.
Kansas City 6—Bryant Bldg. Tel.: Victor 7095. Mgr.: Thomas J. Flanagan Jr.
Atlanta 3—22 Marietta St. Tel.: Alpine 1637. Mgr.: Fred M. Bell.
Dallas 1—505 N. Ervay St. Tel.: Riverside 4036. Mgr.: David Rutledge.
San Francisco 4—Russ Bldg. Tel.: Sutter 1-7434. Mgr. Stanley J. Reulman.
Los Angeles 14—530 W. 6th St. Tel.: Tucker 3219. Mgr.: Richard Hasbrook.

Represents:

KLZ Denver
WGBS Miami, Fla.
WDAE Tampa
*WAGA Atlanta
*WMAZ Macon, Ga.
*WTOC Savannah
KGU Honolulu
WEOA Evansville, Ind.
WFBM Indianapolis
WMT Cedar Rapids
KRNT Des Moines
WNHC New Haven
WNAX Sioux City-Yankton
WWL New Orleans
KGHL Billings, Mont.
WXKW Albany, N. Y.
WKRC Cincinnati
WSPD Toledo, Ohio
WKY Oklahoma City
WFIL Philadelphia
WCAE Pittsburgh
WREC Memphis
WLAC Nashville
KHQ Spokane, Wash.
WMMN Fairmont, W. Va.
WISN Milwaukee
WJBK Detroit
WFDF Flint, Mich.
WOOD Grand Rapids, Mich.
KWK St. Louis
WEBR Buffalo, N. Y.
WHIS Bluefield, W. Va.
KCMO Kansas City, Mo.
WMAL Washington, D. C.
WSAZ Huntington, W. Va.

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* The Georgia Trio.

JOHN KEATING

Portland, Ore.—Alderway Bldg. Tel.: Beacon 4107. Mgr.: Don P. Motter.
Seattle, Wash.—2d & Pine Bldg. Tel.: Elliott 6520. Mgr.: Jack Ellison.

Special regional representation of Oregon, Washington and Idaho stations:

KVAS Astoria, Ore.
KRNR Roseburg, Ore.
KFJI Klamath Falls, Ore.
KSLM Salem, Ore.
KOOS Coos Bay, Ore.
KBND Bend, Ore.
KBKR Baker, Ore.
KORE Eugene, Ore.
KMED Medford, Ore.
KUIN Grants Pass, Ore.
KLBM LaGrande, Ore.
KWIN Ashland, Ore.
KTIL Tillamook, Ore.
KFXD Boise-Nampa, Idaho
KIHR Hood River, Ore.
KTFI Twin Falls, Idaho
KSRV Ontario, Ore.
KIT Yakima, Wash.
KWRC Pendleton, Ore.
KODL The Dalles, Ore.
KWIL Albany, Ore.
KRLC Lewiston, Idaho
KELS Longview, Wash.
KELA Centralia, Wash.
KGY Olympia, Wash.
KBKW Aberdeen, Wash.
KVOS Bellingham, Wash.
KPQ Wenatchee, Wash.
KTEL Walla Walla, Wash.
KRSC Seattle, Wash.
KGA Spokane, Wash.
KIEM Eureka, Calif.
KONP Port Angeles, Wash.
KVAN Vancouver, Wash.
KPKW Pasco, Wash.
KMO Tacoma, Wash.
KNPT Newport, Ore.
KRUL Corvallis, Ore.
KAPA Raymond, Wash.
KOMW Onnak, Wash.

KEENAN, HUNTER & DIETRICH

San Francisco 4—235 Montgomery St. Tel.: Douglas 2-1323. Mgr.: W. Hubbard Keenan.
Los Angeles 5—638 S. Van Ness Ave. Tel.: Dunkirk 8458. Mgr.: George G. Dietrich.

Represents:

The O. L. Taylor Co.

THE KENNEDY CO.

Philadelphia 7—1404 Lincoln-Liberty Bldg. Tel.: Rittenhouse 6-8546. Mgr.: Malcolm E. Kennedy.
New York—342 Madison Ave. Mgr.: Foster G. Bowen.

Represents:

WFPG Atlantic City, N. J.*
WWBZ Vineland, N. J.
WHVR Hanover, Pa.
WCAM, N. J.
WBUD Trenton, N. J.
WGCB Red Lion, Pa.

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* Pennsylvania only.

KETTELL-CARTER

Boston—John Hancock Bldg. Tel.: Liberty 2-5799. Partners: Elmer Kettell, Marjorie Carter.

Represents in New England:

WHCU Ithaca, N. Y.
WHIM Providence, R. I.
WTWN St. Johnsbury, Vt.
WIKE Newport, Vt.
WHWB Rutland, Vt.
WCCC Hartford, Conn.
WALE Fall River, Mass.
WSYR Syracuse, N. Y.
WABI Bangor, Me.
WMOU Berlin, N. H.
WACE Chicopee, Mass.
WEIM Fitchburg, Mass.
WKOX Framingham, Mass.
WHAV Haverhill, Mass.
WKNE Keene, N. H.
WLNH Laconia, N. H.
WLAM Lewiston, Me.
WCAP Lowell, Mass.
WBEC Pittsfield, Mass.
WFEA Manchester, N. H.
WBRY Waterbury, Conn.
WTVL Waterville, Me.
WORC Worcester, Mass.
WHEB Portsmouth, N. H.
WKXL Concord, N. H.

New Hampshire Group
Pine Tree Group
North Eastern Broadcasting System
Bay State Group of Stations

A. LEWIS KING

New York 17—551 Fifth Ave. Tel.: Murray Hill 2-8276.

Represents:

WBNX New York

ORVILLE LAWSON & ASSOC.

Minneapolis 2—935 Northwestern Bank Bldg. Tel.: Geneva 9631. Owner: Orville F. Lawson. Office Mgr.: Lillian Carney.

(Stations represented not reported)

JOSEPH HERSHEY McGILLVRA INC.

New York 17—366 Madison Ave. Tel.: Murray Hill 2-8755. Pres.: Joseph H. McGillvra.
Chicago 1—185 N. Wabash Ave. Tel.: State 2-5282, V.P. & Mgr.: Hub. Jackson.
Beverly Hills—111 N. LaCienega Blvd. Tel.: Bradshaw 2-4727. Mgr.: Lee F. O'Connell.
San Francisco 4—233 Sansome St. Tel.: Yukon 6-2981. Mgr.: William A. Ayres.

(Stations represented not listed.)

FRANK J. McHUGH JR.

Portland 4—710 Lewis Bldg. Tel.: Broadway 3210.

(Stations represented not reported)

MEDIA REPRESENTATIVES INC.

New York 17—270 Park Ave. Tel.: Murray Hill 8-4777. U. S. Office: Albert C. Capotosto, Helen M. L. Leary, James C. Fletcher Jr.
Manila—J. M. Timbol.

Represents:

Manila Broadcasting Co., Manila

DZMB Manila
DZRH Manila
DZPI Manila
DYBC Cebu
DYBU Cebu

ROBERT MEEKER ASSOCIATES INC.

New York 17—521 Fifth Ave. Tel.: Murray Hill 2-2170. Gen. Mgr.: Robert D. C. Meeker; Eastern Mgr.: Louis J. F. Moore; Edgar B. Filion, Ben F. Conway, Glenn Lau.

Chicago 1—333 N. Michigan Ave. Tel.: Central 6-1742. Mgr.: Carlton F-J Jewett; Lois Thompson.

San Francisco 4—Russ Bldg. Tel.: Yukon 6-4940. Mgr.: Donald L. Pontius.

Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 9-5408. Mgr.: Tracy Moore.

Represents:

WDEL Wilmington, Del.
WKNE Keene, N. H.
WCLI Corning, N. Y.
WKNY Kingston, N. Y.
*WMCA New York
WGAT Utica, N. Y.
WHOL Allentown, Pa.
WRTA Altoona, Pa.
WEST Easton, Pa.
WKBO Harrisburg, Pa.
WAZL, Hazleton, Pa
WGAL Lancaster, Pa
WKST New Castle, Pa.
WRAW Reading, Pa.
WMBS Uniontown, Pa.
WORK York, Pa.
WGKV Charleston, W. Va.
WDWS Champaign, Ill.
*WIND Chicago
WTTS Bloomington, Ind.
WBAT Marion, Ind.
WKBV Richmond, Ind.
*KIOA Des Moines
WDBQ Dubuque, Iowa
WSON Henderson, Ky.
WHOP Hopkinsville, Ky.
WPAD Paducah, Ky.
WKBZ Muskegon, Mich.
*WLOL Minneapolis
KROC Rochester, Minn.
KYSM Mankato, Minn.
KFSB Joplin, Mo.
WHKK Akron, Ohio
WCLT Newark, Ohio
WSAU Wausau, Wis.
WHBY Appleton, Wis.
WJNO West Palm Beach,, Fla.
KVOL Lafayette, La.
KBIG Los Angeles
KMOD Modesto, Calif.
KCRA Sacramento, Calif.
KUGN Eugene, Ore.
KMED Medford, Ore.
KGON Portland, Ore.
KVOS Bellingham, Wash.
KWIE Kennewick, Wash.
KPQ Wenatchee, Wash.

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*Represented on West Coast only.

CLYDE MELVILLE CO.

Dallas—402 Melba Bldg. Tel.: Sterling 1558. Owner: Clyde B. Melville.

Represents:

KAMQ Amarillo, Tex.
KTXN Austin, Tex.
KTXC Big Spring, Tex.
KSTB Breckenridge, Tex.
KICA Clovis, N. M.
KSTA Coleman, Tex.
KDMS El Dorado, Ark.
KGAF Gainesville, Tex.
WGVM Greenville, Miss.
KHBR Hillsboro, Tex.
KTHT Houston, Tex.
KSEL Lubbock, Tex.
KDAS Malvern, Ark.
WHHM Memphis, Tenn.
KGNB New Braunfels, Tex.
KCNY San Marcos, Tex.
KTFS Texarkana, Tex-Ark.
KTNM Tucumcari, N. M.
XEO Brownsville-Matamoros
XEOR McAllen-Reynosa

Cotton Belt Group

NATIONAL BROADCASTING CO. (NBC SPOT)

National Spot Sales Dept.

New York—30 Rockefeller Plaza, Tel.: Circle 7-8300. Dir.: Thomas B. McFadden National Sales Mgr. Radio: William Davidson; Eastern Radio Sales Mgr.: Joseph Goodfellow; Sales Development, Adv., Prom. Mgr.: H. W. Shepard; Sales Service Mgr.: Caroline Herbert; Manager Represented Stations: Richard Close.

Chicago—Merchandise Mart. Tel.: Superior 7-8300. Central Division Sales Mgr.: Robert Flanigan.

Cleveland—815 Superior Ave. N. E. Tel.: Cherry 0942. Radio Sales Rep.: Robert C. Miller.

Hollywood—Sunset and Vine. Tel.: Hollywood 9-6161. Sales Rep.: William McDaniel.

San Francisco—Taylor and O'Farrell Sts. Tel.: Graystone 4-8700. Sales Rep.: Carl Nielsen.

Atlanta and Charlotte—Represented by Bomar Lowrance & Assoc., 513 South Tryon St., Charlotte, N. C., and 774 Spring St., NW, Atlanta, Ga.

Represents Owned Stations:

WNBC New York
WMAQ Chicago
KNBC San Francisco
WRC Washington
WTAM Cleveland

NATIONAL TIME SALES

New York 17—17 E. 42d St. Tel.: Murray Hill 2-0810. Sales Mgr.: Arthur Gordon; Asst. Sales Mgr.: Robert J. Kizer.

Los Angeles—672 S. Lafayette Park Place. Harlan G. Oakes.

Chicago—3216 Pure Oil Bldg. Paul Elsberry.

(Stations represented not reported)

HARLAN G. OAKES & ASSOCIATES

Chicago: 307 N. Michigan. Tel.: Central 6-4437.

San Francisco—26 O'Farrell St., Rm. 609. Tel.: Yukon 6-5936.

Los Angeles—672 S. Lafayette Park Place. Tel.: Dunkirk 2-3200.

New York—17 E. 42d St. Tel.: Murray Hill 2-0810.

Represents:

XEO Matamoras-XEOR Reynosa, Tam. (Brownsville-McAllen, Tex.)

KCOR San Antonio
KTXN Austin, Tex.
KIFN Phoenix, Ariz.
XED Mexicali, B. C. (Calexico, Calif.)
KEXO Grand Junction, Col.
*CFQC Saskatoon, Sask.
*CFRN Edmonton, Alta.
*CFCN Calgary, Alta.
XEAS Nuevo Laredo, Tam. (Laredo, Tex.)
XEJ Ciudad Juarez, Chih. (El Paso, Tex.)
XEAC Tijuana, B. C. (San Diego, Calif.)
KLVL Pasadena, Tex. (Houston)
XEMU Piedras Negras, Coah. (Eagle Pass, Tex.)
KVVL Ventura, Calif.
KBIS Bakersfield, Calif.
KBOX Modesto, Calif.
KALI Pasadena, Calif.

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*Represents on West Coast only.

LEE F. O'CONNELL CO.

Beverly Hills, Calif.—111 N. LaCienega Blvd. Tel.: Crestview 5-2022. Pres.-Mgr.: Lee F. O'Connell.

San Francisco 4—233 Sansome St. Tel.: Yukon 6-2981. William A. Ayres.

(Stations represented not reported)

PACIFIC NORTHWEST BROADCASTERS

Portland 7—Orpheum Bldg. Tel.: Broadway 6451.
New York 17—347 Madison Ave. Tel.: Murray Hill 3-5830.
Chicago 1—360 N. Michigan Ave. Tel.: Andover 3-5771.
Kansas City—1012 Baltimore St. Tel.: Victor 0021.
Hollywood 28—6381 Hollywood Blvd. Tel.: Hollywood 9-5408.
San Francisco 4—79 Post St. Tel.: Exbrook 2-8033.
Spokane 4—Television Center. Tel.: Madison 1218.
Butte—c/o KXLF. Tel.: 2-2344.

(Stations represented not listed)

PAN AMERICAN BROADCASTING CO.

New York—17 E. 42d St. Tel.: Murray Hill 2-0810. Mgr.: E. Bernald.

Chicago—Pure Oil Bldg., Rm. 3216. Tel.: State 2-7942. Paul Elsberry.

Los Angeles—672 S. Lafayette Park Place. Tel.: Dunkirk 2-3200. Harlan G. Oakes.

Represents stations in:

AFRICA:
South Africa
North Africa
Liberia
Mozambique
Angola

ASIA:
China
Formosa
Japan
India
Pakistan
Ceylon

SOUTH AMERICA:
Bolivia
Chile
Colombia
Dutch Guiana
Ecuador
Paraguay
Peru
Venezuela

EUROPE:
France
Portugal
Spain
England
Germany

CENTRAL AMERICA:
Costa Rica
El Salvador
Honduras
Nicaragua
Panama
Guatemala
Mexico
Dominican Republic
Haiti
Puerto Rico

FIJI ISLANDS
VIRGIN ISLANDS
AUSTRALIA

JOHN E. PEARSON CO.

New York—250 Park Ave. Tel.: Plaza 8-2255. John E. Pearson, Russ Walker, Wm. M. Wilson, Ray Henze.

Chicago—333 N. Michigan Ave. State 2-7494. Mgr.: Frank M. Reed. C. D. Stitt, Juanita Hall.

Dallas—1312½ Commerce St. Tel.: Prospect 3723. Mgr.: Robert M. Baird.

Minneapolis—1406 Northwestern Bank Bldg. Tel.: Lincoln 5689. James Bowden, Betty Pearson.

Los Angeles—684 S. Lafayette Park Place. Tel.: Dunkirk 7-4388. Robert W. Walker, Bambie Herrington.

San Francisco—57 Post St. Tel.: Sutter 1-5568. Rogers Parratt, Vena Monroe.

(Stations represented not listed)

JOHN H. PERRY ASSOC.

New York 17—128 E. 56th St. Tel.: Eldorado 5-3197. Gen. Mgr.: William K. Dorman.
Philadelphia 7—12 S. 12th St. Tel.: Walnut 2-3555. Mgr.: Robert Hitchings.
Chicago 3—122 S. Michigan St. Tel.: Harrison 7-8085. Mgr.: F. W. Thurnau.
Detroit 2—855 Atkinson Ave. Tel.: Trinity 5-1803. Mgr.: John F. Cole.
Atlanta 3—72 11th St. N.E. Tel.: Alpine 7892. Mgr.: Francis A. Milligan.
Los Angeles 5—2978 Wilshire Blvd. Tel.: Dunkirk 8-8158. Mgr.: V. E. Atkinson.
San Francisco 3—5 Third St. Tel.: Garfield 1-6740. Mgr.: Burton L. Beggs.

Represents:

WCOA Pensacola, Fla.
WJHP Jacksonville, Fla.
WWPG Palm Beach, Fla.
WNDB Daytona Beach, Fla.
WTMC Ocala, Fla.
WDLP Panama City, Fla.

EDWARD PETRY & CO. INC.

New York 22—488 Madison Ave. Tel.: Murray Hill 8-0200. Mgr.: Lawrence Field.
Chicago 11—400 N. Michigan Ave. Tel.: Whitehall 4-0011. Mgr.: Edward E. Voynow.
Detroit 2—General Motors Bldg. Tel.: Trinity 5-1035. Mgr.: William Cartwright.
San Francisco 4—Russ Bldg. Tel.: Yukon 2-3631. Mgr.: Earle H. Smith.
Los Angeles 14—523 W. Sixth St. Tel.: Michigan 8729. Mgr.: Chester G. Matson.
St. Louis 3—915 Olive St. Tel.: Chestnut 7191. Mgr.: George Kercher.
Dallas 2—Life of America Bldg., Wood & Akard Sts. Tel.: Prospect 3593. Mgr.: Buell Herman.

Represents:

WSB Atlanta
WFAA Dallas-Ft. Worth
KPRC Houston
KARM Fresno, Calif.
KFOR Lincoln, Neb.
KGA Spokane
WBAL Baltimore
KARK Little Rock, Ark.
KECA Los Angeles
KOA Denver
KSTP St. Paul
WSM Nashville
WSMB New Orleans
WTAR Norfolk
KOIL Omaha
KGW Portland, Ore.
WRNL Richmond
WOAI San Antonio
KOMO Seattle
Texas Quality Network
WMAS Springfield, Mass.
KVOO Tulsa, Okla.
KFH Wichita, Kan.
KTBS Shreveport, La.
WIP Philadelphia
KPHO Phoenix
KSO Des Moines
WJZ New York
KGO San Francisco

RADIO REPRESENTATIVES INC.

New York—480 Lexington Ave. Tel.: Murray Hill 8-4342. Pres.: Harry S. Goodman; V. P. Chg. New York: Peggy Stone.

Chicago—75 E. Wacker Drive. Tel.: Financial 6-0982. V. P. Chg. Chicago: Ed Nickey.

(Stations represented not listed)

WILLIAM G. RAMBEAU CO.

New York 17—347 Madison Ave. Tel.: Murray Hill 6-5940. Pres.: William G. Rambeau; Vice Pres. in Chg. N. Y. Office: James A. Wethington.

Chicago 1—333 N. Michigan Ave. Tel.: Andover 3-5566. Mgr.: Nick Bolton.

Los Angeles 5—1746 N. Las Palmas Ave. Tel.: Hillside 0388. Mgr.: Jack Porter.

Minneapolis 2—625 Second Ave., Suite 326-327. Tel.: Lincoln 7017. Mgr.: Vivian Bulmer.

San Francisco 4—233 Sansome St. Tel.: Yukon 6-2396. Mgr.: William Ayers.

(Stations represented not listed)

PAUL H. RAYMER CO. INC.

New York 22—444 Madison Ave. Tel.: Plaza 9-5570. Pres.: Paul H. Raymer; Exec. V.P. in charge AM operations: Fred Brokaw; Dir. Sales Research & Prom.: Mark Finley.

Chicago 11—435 N. Michigan Ave. Tel.: Superior 7-4473. V.P.-Mgr.: G. C. Packard.
Boston 16—Statler Office Bldg. Tel.: Hubbard 2-3225. Mgr.: Paul Tiemer.
Detroit 26—2949 Penobscot Bldg. Tel.: Woodward 3-0764. Mgr.: Robert B. Rains.
Memphis 1—Hotel Chisca. Tel.: Memphis 37-3813. Mgr.: Hugh Murphy.
San Francisco 4—Russ Bldg. Tel.: Douglas 2-8909. Mgr.: L. Ray Rhodes.
Hollywood 28—1680 Vine St. Tel.: Hudson 2-2376. Mgr.: John D. Gale.

Represents:

McClatchy Beeline
Arizona Broadcasting System
New England Major Market Group

WPRO Providence
WDRC Hartford
KTAR Phoenix
KVOA Tucson
KTMS Santa Barbara, Calif.
KCOY Santa Maria, Calif.
WKBN Youngstown, Ohio
WLOF Orlando, Fla.
WDNC Durham, N. C.
WQXR New York
KFBK Sacramento, Calif.
KERN Bakersfield, Calif.
KMJ Fresno, Calif.
KWG Stockton, Calif.
WCAO Baltimore
WBRC Birmingham
WDOD Chatianooga
WTAC Flint. Mich.
WTOL Toledo
KOH Reno
KSFD San Diego
WSBT South Bend, Ind.
WTAG Worcester, Mass.
KXO El Centro, Calif.
WHKC Columbus, Ohio
WKJG Fort Wayne, Ind.
KIHO Sioux Falls, S. D.
WARC Rochester, N. Y.

O. J. REISS

New Orleans 12—904 Maritime Bldg. Tel.: Magnolia 2917.

(Stations represented not reported.)

DONALD RICH

New York—Suite 903, 1564 Broadway. Tel.: Judson 6-5547.

(Stations represented not reported)

SCHEERER & CO.

Chicago—35 E. Wacker Dr. Tel.: State 2-7942.

(Stations represented not reported.)

THE SCHEPP-REINER CO.

New York—16 E. 43d St. Tel.: Murray Hill 2-8540. S. J. Reiner.

(Stations represented not listed)

DUNCAN A. SCOTT & CO.

San Francisco—Mills Bldg. Owner: Duncan A. Scott.

Los Angeles—2978 Wilshire Blvd. Tel.: Dusquesne 8-4151. Mgr.: A. O. Dillenbeck Jr.

Represents:

KLAC Los Angeles*
KINY Juneau, Alaska
KTKN Ketchikan, Alaska
KFQD Anchorage, Alaska
KIBH Seward, Alaska
KFRB Fairbanks, Alaska
KIFW Sitka, Alaska
KLX Oakland, Calif.†

Broadcasting Corp. of America Network
Alaska Broadcasting System

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* Except in Los Angeles.
† Except in San Francisco.

(Continued on page 26)

STATION REPRESENTATIVES

(Continued from page 25)

SEARS & AYER

Chicago—612 N. Michigan Ave. Tel.: Superior 7-8177.
New York—295 Madison Ave. Tel.: Murray Hill 9-2586.
San Francisco—681 Market St. Tel.: Yukon 6-0621.
Los Angeles—5225 Wilshire Blvd. Tel.: York 8812.
St. Louis—316 N. 8th St. Tel.: Central 2391.

Represents:

WKTM Mayfield, Ky.
WPAD Paducah, Ky.
KSLO Opelousas, La.
WGRO Bay City, Mich.
WPBC Minneapolis, Minn.
WGCM Gulfport, Miss.
WJPR Greenville, Miss.
WQBC Vicksburg, Miss.
KWOS Jefferson City, Miss.
WMBH Joplin, Mo.
KIRX Kirksville, Mo.
KTTS Springfield, Mo.
WFNS Burlington, N. C.
KPDN Pampa, Tex.
WPUV Pulaski, Va.
WLPM Suffolk, Va.
WRAC Racine, Wis.
KSPR Casper, Wyo.
WFRS Alexander City, Ala.
WHMA Anniston, Ala.
WOOF Dothan, Ala.
WJBY Gadsden, Ala.
WFUN Huntsville, Ala.
WHBB Selma, Ala.
WTBC Tuscaloosa, Ala.
WLCR Torrington, Conn.
WFTL Ft. Lauderdale, Fla.
WOKZ Alton, Ill.
WROY Carmi, Ill.
WTMV East St. Louis, Ill.
WEAW Evanston, Ill.
WFRL Freeport, Ill.
WGGH Marion, Ill.
WCMY Ottawa, Ill.
WTVH Peoria, Ill.
WCVS Springfield, Ill.
WWCA Gary, Ind.
KSTT Davenport, Iowa

STEPHENS & TOWNDROW

Toronto—35 King St., W. Tel.: Empire 6-4221. Mgrs.: Bill Stephens, Ernie Towndrow.

(Stations represented not reported)

STORER BROADCASTING CO.*

New York 22—488 Madison Ave. Tel.: Eldorado 5-7690.

Owned Stations:

WWVA Wheeling, W. Va.
WSPD Toledo, Ohio
WMMN Fairmont, W. Va.
WSAI Cincinnati, Ohio
WAGA Atlanta, Ga.
WGBS Miami, Fla.
WJBK Detroit, Mich.

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* In addition, all stations are represented by The Katz Agency, except WWVA (Blair & Co.) and WSAI (Avery-Knodel Co.).

TALLCORN NETWORK

Des Moines—501 Gardner Bldg. Tel.: 3-6502.

(Stations represented not reported)

THE O. L. TAYLOR CO.

New York 22—488 Madison Ave. Tel.: Murray Hill 8-1088. Pres.: Lloyd George Venard; Sec.-Treas.: F. Dodderer.
Chicago 1—360 North Michigan Avenue. Tel.: State 2-5260. Howard B. Meyers.
Dallas 1—1024 Life of America Bldg. Tel.: Riverside 5663. Fred L. Vance.
Los Angeles 13—638 South Van Ness Ave. Tel.: Fairfax 8458. George G. Dietrich.
San Francisco—235 Montgomery St. Tel.: Douglas 2-1323 . W. Hubbard Keenan.
Atlanta 3—301 Glenn Bldg. Tel.: Alpine 3080. James S. Ayers.
Boston—715 Little Bldg. Tel.: Hubbard 2-4370. Bertha Bannan.

Represents:

KWKC Abilene, Tex.
KGNC Amarillo, Tex.
WLOS Asheville, N. C.
KTBC Austin, Tex.
WCBM Baltimore
WLAW Boston
KBUR Burlington, Iowa
WHBC Canton, Ohio
WERE Cleveland, Ohio
WRFD Columbus, Ohio
KEYS Corpus Christi, Tex.
KROD El Paso, Tex.
WPDQ Jacksonville, Fla.
WKBH La Crosse, Wis.
WILS Lansing, Mich.
KLRA Little Rock, Ark.
WINN Louisville, Ky.
KFYO Lubbock, Tex.
KTRE Lufkin. Tex.
WMAN Mansfield, Ohio
WCAN Milwaukee
KMLB Monroe, La.
WCOV Montgomery, Ala.
KTOK Oklahoma City, Okla.
WBSR Pensacola, Fla.
WPAY Portsmouth, Ohio
WPJB Providence, R. I.
KTXL San Angelo, Tex.
KTRI Sioux City, Iowa
KELO Sioux Falls, S. D.
WAGE Syracuse, N. Y.
KCMC Tekarkana, Tex.
KTBB Tyler, Tex.
KRGV Weslaco, Tex.
KANS Wichita, Kan.
KFDX Wichita Falls, Tex.
WTOB Winston-Salem, N. C.

Ken & Carolyn's Kitchen of New England
Oklahoma Network
Southwest Network

W. M. TEMPLE & ASSOC.

Kansas City 6, Mo.—1012 Baltimore, 806-7. Tel.: Victor 0021. Mgr.: W. M. Temple.

Represents:

The Walker Representation Co.

TRANSIT RADIO INC.

Cincinnati 2—1109 Union Trust Bldg. Tel.: Dunbar 7775. Board Chairman: Hulbert Taft Jr.; Pres.: Richard C. Crisler.

Represents:

KCMO-FM Kansas City, Mo.
KTNT (FM) Tacoma, Wash.
KXOK-FM St. Louis
WBUZ (FM) Bradbury Heights, Md.
WKRC-FM Cincinnati
WGTR (FM) Worcester, Mass.
WKJF (FM) Pittsburgh
WWDC-FM Washington
WTOA (FM) Trenton, N. J.

UNITED BROADCASTING CO.

New York 17—507 Fifth Ave. Tel.: Murray Hill 7-4758. Mgr.: Robert L. Wittig.
Washington—8th & Eye Sts. N.W. Tel.: Republic 8000. Mgr.: Richard Eaton.
Baltimore 1—912 Charles St. Tel.: Saratoga 8250. Mgr.: Albert R. Lamphear.
Richmond, Va.—513 E. Main St. Tel.: 3-8368. Mgr.: Richard C. Scheele.
Cleveland—2157 Euclid Ave. Tel.: Superior 1-4424.

Represents Owned Stations:

WOOK Washington
WFAN (FM) Washington
WINX Rockville, Md.
WSID Baltimore
WARK Hagerstown, Md.
WANT Richmond, Va.
WJMO Cleveland

THE WALKER REPRESENTATION CO. INC.

New York 17—347 Madison Ave. Tel.: Murray Hill 3-5830. Pres.: Wythe Walker: V.P.: C. Otis Rawalt.
Chicago 1—360 N. Michigan Ave. Tel.: Andover 3-5771. Mgrs.: Wythe Walker, Ralph C. Kelley.
Kansas City—1012 Baltimore St. Tel.: Victor 0021. Mgr.: William Temple.
Los Angeles 5—672 S. Lafayette Park Pl. Tel.: Fairfax 3200. Mgr.: Harlan Oakes.
San Francisco 4—26 O'Farrell St., Rm. 609. Tel.: Yukon 6-5936. Mgr.: Jack K. Murphy.
Atlanta—1128-A Mortgage Guarantee Bldg. Tel.: Alpine 1241. Mgr.: Tom Atkinson.
Minneapolis—814 National Bldg. Tel.: Geneva 9631. Mgr.: Orville Lawson.

Represents:

WOLF Syracuse, N. Y.
WELM Elmira, N. Y.
WSAY Rochester, N. Y.
WBRK Pittsfield, Mass.
WNBH New Bedford, Mass.
WLBC Muncie, Ind.
WJAG Norfolk, Neb.
KLPM Minot, N. D.
WRJN Racine, Wis.
WATW Ashland, Wis.
WGRC Louisville, Ky.
WDEV Waterbury, Vt.
WOTW Nashua, N. H.
KOCY Oklahoma City
KAKC Tulsa, Okla.
WJMS Ironwood, Mich.
WIKB Iron Mountain, Mich.
WDBC Escanaba, Mich.
WHDF Calumet, Mich.
WWOD Lynchburg, Va.
KENT Shreveport, La.
WTRF Bellaire-Wheeling, W. Va.
WAPX Montgomery, Ala.
WJRD Tuscaloosa, Ala.
KXLY Spokane, Wash.
KXL Portland, Ore.
KXLF Butte, Mont.
WSPC Anniston, Ala.
WBBQ Augusta, Ga.
WGEM Quincy, Ill.
KWBW Hutchinson, Kan.
WJEJ Hagerstown, Md.
WAIR Winston-Salem, N. C.
WJMX Florence, S. C.
WNOR Norfolk, Va.
WFNC Fayetteville, N. C
WPLH Huntington, W. Va.
KGRH Fayetteville, Ark.
WEIM Fitchburg, Mass.
WTXL Springfield, Mass.
WGTM Wilson, N. C.
WNAR Norristown, Pa.
WWNR Beckley, W. Va.
WHRV Ann Arbor, Mich.
WATL Atlanta, Ga.
WFCB Dunkirk, N. Y.

Pacific Northwest Broadcasters
Z-Bar Network, Montana

WEED & CO.

New York—350 Madison Ave. Tel.: Murray Hill 7-7772. Mgr.: Joseph J. Weed.
Chicago—203 N. Wabash Ave. Tel.: Randolph 6-7730. Mgr. C. C. Weed.
Detroit—Book Bldg. Tel.: Woodward 1-2685. Mgr.: Bernard Pearse.
San Francisco—68 Post St. Tel.: Yukon 6-1899. Mgr.: Joseph Matthews.
Boston—Statler Bldg. Tel.: Hubbard 2-5677. Mgr.: Henry Greene.
Hollywood—6331 Hollywood Blvd. Tel.: Hillside 8611. Mgr.: Lincoln Simonds.
Atlanta—Palmer Bldg. Tel.: Cypress 4081. Mgr.: George Swearingen.

Represents:

WARD Johnstown, Pa.
KIMA Yakima, Wash.
WTAD Quincy, Ill.
WKNA Charleston, W. Va.
WORZ Orlando, Fla.
WTIC Hartford, Conn.
WSUN St. Petersburg, Fla.
KTFI Twin Falls, Ida.
WSOY Decatur, Ill.
WTAX Springfield, Ill.
WGBF Evansville, Ind.
WBOW Terre Haute, Ind.
KGLO Mason City, Iowa
KGGF Coffeyville, Kan.
KALB Alexandria, La.
WRDO Augusta, Me.
WLBZ Bangor, Me.
WCSH Portland, Me.
WSLI Jackson, Miss.
KFBB Great Falls, Mont.
WMUR Manchester, N. H.
WWNY Watertown, N. Y.
WAKR Akron, O.
WHGB Harrisburg, Pa.
KQV Pittsburgh
WJAR Providence, R. I.
WACO Waco, Tex.
WCAX Burlington, Vt.
WKWK Wheeling, W. Va.
WBAY Green Bay, Wis.
WJJJ Montgomery, Ala.
WIOU Kokomo, Ind.
KPLC Lake Charles, La.
KRMD Shreveport, La.
WIMA Lima, O.
WKAP Allentown, Pa.
WVAM Altoona, Pa.
KSDN Aberdeen, S. D.
KRIO McAllen, Tex.
WJLS Beckley, W. Va.
WKTY La Crosse, Wis.
WREN Topeka, Kan.
WAAT Newark, N. J.
WHBQ Memphis
WPTR Albany, N. Y.
WOKY Milwaukee
WMRC Greenville, S. C.
WNAO Raleigh, N. C.
WTTH Port Huron, Mich.
KGGM Albuquerque, N. M.
KWJJ Portland, Ore.
KNEW Spokane, Wash.
KUJ Walla Walla, Wash.
KERG Eugene, Ore.
KSJB Jamestown, N. D.
KCJB Minot, N. D.
KVSF Santa Fe, N. M.
KLAS Las Vegas, Nev.
WBBC Flint, Mich.
KRLC Lewiston, Ida.
KSEI Pocatello, Ida.
WMSA Massena, N. Y.

New England Regional Network
Marjorie Mills Hour

Canadian Stations:

CFAC Calgary, Alta.
CJCA Edmonton, Alta.
CFGP Grand Prairie, Alta.
CJOC Lethbridge, Alta.
CJAT Trail, B. C.
CKWX Vancouver, B. C.
CJVI Victoria, B. C.
CFBC St. John, N. B.
CFPA Port Arthur, Ont.
CHNS Halifax, N. S.
CJCB Sydney, N. S.
CKRC Winnipeg, Man.
CKSO Sudbury, Ont.
CKOC Hamilton, Ont.
CKBI Prince Albert, Sask.
CHAB Moose Jaw, Sask.
CKCK Regina, Sask.
CKNB Campbellton, N. B.
CFNB Fredericton, N. B.
CFCF Montreal, Que.
CFCY Charlottetown, P. E. I.
CHAT Medicine Hat, Alta
CFPL London, Ont.
CFRA Ottawa, Ont.
CKCV Quebec City
CFJC Kamloops, B. C.
CKOV Kelowna, B. C.
CJCS Stratford, Ont.
CKOM Saskatoon, Sask.

GILBERT A. WELLINGTON

Seattle—5546 White-Henry-Stuart Bldg. Tel.: Seneca 6682

Represents:

Midnight Sun-Aurora Broadcasting System

KFAR Fairbanks
KENI Anchorage
KJNO Juneau
KABI Ketchikan

WESTERN RADIO SALES

San Francisco—79 Post St. Tel.: Yukon 6-4112. Mgr.: Daren F. McGavren.

(Stations represented not listed)

WGN CHICAGO

New York—220 E. 42d St. Tel.: Murray Hill 2-3033. Mgr.: Ben H. Berentson.

WLW CINCINNATI

Chicago—360 N. Michigan Ave. Tel.: State 2-6693. Mgr.: Harry F. Albrecht.
New York—630 Fifth Ave. Tel.: Circle 6-1616. Mgr.: Bernard Musnik.

ADAM J. YOUNG JR. INC.

New York 16—22 East 40th St. Tel.: Murray Hill 9-0006. Mgr.: Adam J. Young Jr.
Chicago 2—55 East Washington St. Tel.: Andover 3-5448. Mgr. William J. Reilly.
St. Louis—6 North 7th St. Tel.: Maine 5020. Mgr.: Jack Hetherington.
Los Angeles 28—Rm. 422, Guaranty Bldg., 6331 Hollywood Blvd. Tel.: Hollywoo 9-0965. Mgr.: William L. Wallace.

Represents:

CKLW Detroit, Mich.
KCIJ Shreveport, La.
KLAC Los Angeles, Calif.
KSJO San Jose, Calif.
KTRM Beaumont, Tex.
KWFC Hot Springs, Ark.
WAFB Baton Rouge, La.
WAIT Chicago
WFEA Manchester, N. H.
WHAY New Britain, Conn.
WJAC Johnstown, Pa.
WKRG Mobile, Ala.
WKXL Concord, N. H.
WICC Bridgeport, Conn.
WPIC Youngstown, Ohio
KULA Honolulu, Hawaii

Canadian Stations:

CFAB Windsor, N. S.
CFAR Flin Flon, Man.
CFCN Calgary, Alta.
CFJR Brockville, Ont.
CFOS Owen Sound, Ont.
CFQC Saskatoon, Sask.
CFRB Toronto, Ont.
CFRN Edmonton, Alta.
CHLN Three Rivers, Que.
CHLT Sherbrooke, Que.
CKTS Sherbrooke, Que.
CHML Hamilton, Ont.
CHNC New Carlisle, Que.
CHNO Sudbury, Ont.
CHOV Pembroke, Ont.
CHRC Quebec, P. Q.
CHSJ Saint John, N. B.
CJAD Montreal, Que.
CJBQ Belleville, Ont.
CJBR Rimouski, Que.
CJCH Halifax, N. S.
CJEM Edmundston, N. B.
CJFP Riviere de Loup, Que.
CJFX Antigonish, N. S.
CJGX Yorkton, Sask.
CJOB Winnipeg, Man.
CJOR Vancouver, B. C.
CKBB Barrie, Ont.
CKAC Montreal, Que.
CKCR Kitchener, Ont.
CKCW Moncton, N. B.
CKDM Dauphin, Man.
CKLD Thetford Mines, Que.
CKLN Nelson, B. C.
CKLW Windsor, Ont.
CKNX Wingham, Ont.
CKPR Fort William, Ont.
CKRD Red Deer, Alta.
CKRM Regina, Sask.
CKRS Jonquiere, Que.
CKX Brandon, Man.
CKVM Ville Marie, Que.

Export Stations

U. S. Territories and Possessions

PUERTO RICO
WKVM San Juan
VIRGIN ISLANDS
WSTA St. Thomas

Foreign Stations:

BAHAMAS
ZNS Nassau
BARBADOS
"Rediffusion" Bridgetown
BERMUDA
ZBM Pembroke
BRITISH GUIANA
ZFY Georgetown
COSTA RICA
TIGPH "Alma Tica" San Jose
TIBAS "Radio Monumental" San Jose
TIGPH2 "Nueva Alma Tica" San Jose
HAITI
4VM - 4VYM Port-au-Prince
4VW - 4VRW Port-au-Prince
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CFAR	Flin Flon
CKY	Winnipeg
CJRL	Kenora
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(Continued from page 28)

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Engineers: Daniel Jacobson, McIvor L. Parker, George K. Ashenden Jr., Willard J. Beale, Earl G. Coston, Paul B. Duncan, Clayton W. Hanson, Harold G. Kelley, Robert H. Dellar, Frank Toth.
Attorneys: Earl R. Stanley, Pasquale W. Valicenti, William Jensen, David W. Warren, Arthur S. Feld, Albert P. Opdyke.
Accountants: William H. Hunter Jr., Joseph J. Bereznay, Nelson C. Carlisle, John W. Griffin, Glenn F. Murphy, F. Richard Stuart, Douglas S. George, Paul O. Rheeling.

Technical Branch

Hart S. Cowperthwait, *Chief*
Office: Room 8509
Engineer: Julian T. Dixon

HEARING DIVISION

Frederick W. Ford, *Chief*
Secretary: Emma C. Burke
Office: Room 7440
Robert J. Rawson, *Assistant Chief*
Secretary: Frankie L. Fox
Office: Room 7440
Engineers: John E. Doane, Louis Light, Elton D. Davis, Jerome F. Padberg, John P. McCullin.
Attorneys: Max D. Paglin, James O. Juntilla, David I. Kraushaar.

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Walter R. Powell Jr., *Chief*
Secretary: Wanda L. Haag
Office: Room 7522

Transfer Branch

Robert H. Alford, *Chief*
Secretary: Kathryn J. Roos
Office: Room 7443
Attorney: Thomas B. Fitzpatrick
Accountants: Guy E. Douglas, John D. Stephenson

Renewal Branch

Sol Schildhause, *Chief*
Secretary: Ethel Lonergan
Office: Room 7522
Attorneys: Max H. Aronson, Henry Geller, Forest L. McClenning, Maurice W. Wihton.
Accountants: Robert F. Braden, John B. Foret, George W. Phillips, Agnes T. Martin.

Compliance Branch

LeRoy Schaaff, *Chief*
Secretary: Shirley M. Henderson
Office: Room 7522
Attorney: David H. Deibler
Accountants: Robert D. J. Leahy, John W. O'Donnell.

Control Section

Melba Z. Templeman, *Chief*
Office: Room 7523
Legal Examiners: Mildred K. Roberts, Helen K. Huber, Doris L. Nutt.

RULES AND STANDARDS DIVISION

Arthur Scheiner, *Chief*
Secretary: Mildred B. Nesterak
Office: Room 7434
Engineers: Robert G. Weston, Louis H. Rein, Otis T. Hanson.
Attorney: Herbert M. Schulkind
Secretary: Nannie S. Montgomery

LICENSE DIVISION

Clara M. Iehl, *Chief*
Office: Room 8449
Marguerite F. Hubbard, *Assistant Chief*

AM Branch

Quentin S. Proctor, *Chief*
Legal Examiners: Margaret R. Walsh, Jean S. Berberich, Betty J. Barkley, Adeline Frizelle, Elizabeth E. McMichael, Zell M. Witt, Mildred J. Crowe.

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Helen A. Marston, *Chief*
Legal Examiners: Marie W. Fish, Kathryn M. Johnson, Sylvia B. Rardin.

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Marguerite M. Van Dyke, *Chief*
Legal Examiners: Robert W. Loehne, Jeanne C. Barrows, Joseph Baldessano, Wynelle Leonardo, Ida Igou, Ethel J. Wyant.

Records and Files

Lillian T. Ricker, *Chief*

Public Reference Room

For AM, FM and TV Dockets and Files

Room 8540. George W. Simcoe

Safety and Special Radio Services Bureau

Temporary T Bldg.

EDWIN L. WHITE, *Chief*
Secretary: Bernice Hase
Office: Room 2069
LESTER W. SPILLANE, *Assistant Chief*
Secretary: Shirley Dondes
Office: Room 2069

AVIATION DIVISION

John R. Evans, *Chief*
Secretary: Dorothy McKinney
Office: Room 2621

MARINE DIVISION

William N. Krebs, *Chief*
Secretary: Thomas Keyes Jr.
Office: Room 2633

INDUSTRY AND COMMERCE DIVISION

Glen E. Nielsen, *Chief*
Secretary: Elise Dimmette
Office: Room 2656

PUBLIC SAFETY AND AMATEUR DIVISION

George K. Rollins, *Chief*
Secretary: Margaret Gaegler
Office: Room 2604

AUTHORIZATION ANALYSIS DIVISION

Charles R. Weeks, *Chief*
Assistant Chief: Robert L. Stark
Secretary: Marjorie Garber
Office: Room 2642

ENFORCEMENT UNIT

Marshall S. Orr, *Chief*
Secretary: Anne Donnelly
Office: Room 2083

Common Carrier Bureau

JACK WERNER, *Chief*
Secretary: Sylvia Prytulak
Office: Room 7119
CURTIS M. BUSHNELL, *Assistant Chief*
Secretary: Vivian F. Fishman
Office: Room 7119
Gordon J. Kent, *Administrative Assistant*
Office: Room 7124
Charles R. Makela, *Chief of Office of Field Coordinator*
Secretary: Margaret Q. Boggs
Office: Room 7124
Betty Ferro, *Chief of License Branch*
Office: Room 7107
June W. Anderson, *Acting Chief of Statistics Branch*
Office: Room 7120

TELEPHONE DIVISION

Robert E. Stromberg, *Chief*
Secretary: Annie B. Bischoff
Office: Room 7134-A
E. Stratford Smith, *Chief of Services and Facilities Branch*
Office: Room 7132-A
Arthur A. Gladstone, *Chief of Domestic Radio Services Branch*
Office: Room 7147
James B. Lowell, *Acting Chief of Accounting Compliance Branch*
Office: Room 7151
Bernard Strassburg, *Chief of Revenue Requirements Branch*
Office: Room 7132-A
Kosmo J. Affanasiev, *Chief of Depreciation Rates Branch*
Office: Room 7150
John J. Guerard, *Acting Chief of Tariffs and Rate Classifications Branch*
Office: Room 7140

TELEGRAPH DIVISION

John R. Lambert, *Chief*
Secretary: Lou Briggs
Office: Room 7112
Martin R. Haven, *Chief of Rates and Revenue Requirements Branch*
Office: Room 7116
Ralph D. Jones, *Chief of Services and Facilities Branch*
Office: Room 7116

INTERNATIONAL DIVISION

Marion H. Woodward, *Chief*
Secretary: Lillian M. Conley
Office: Room 7108
Asher H. Ende, *Chief of Rates and Revenue Requirements Branch*
Office: Room 7102
John A. Russ, *Chief of Services and Facilities Branch*
Office: Room 7102

COMMON CARRIER FIELD OFFICES

Atlanta, 733 Hurt Bldg.—Sydney L. O'Guin, *Chief*
New York, Room 604, 90 Church St.—Jack E. Buckley, *Chief*
St. Louis, Room 334, 815 Olive St.—Clarence J. Henry, *Acting Chief*
San Francisco, 180 New Montgomery St.—Paul Summerhays, *Chief*

Common Carrier Public Reference Room

Mabel R. Langston

* * *

FIELD ENGINEERING AND MONITORING BUREAU REGIONAL OFFICES

Chief of the Field Engineering and Monitoring Bureau: George S. Turner.
415 22d St. N.W., Washington, D. C.

Region	Headquarters	Districts
Charles C. Kolster North Atlantic Region	954 Federal Bldg. New York 14, N. Y.	1, 2, 3, 4, 5 & 24
Paul H. Herndon Jr. South Atlantic Region	411 Federal Annex Atlanta 3, Ga.	6, 7, 22
Joe H. McKinney Gulf States Region	332 U. S. Appraisers Bldg. Houston 11, Tex.	8, 9, 10
Kenneth G. Clark South Pacific Region	323-A Customhouse San Francisco 26, Calif.	11, 12, 15
Geo. V. Wiltse North Pacific Region	801 Federal Office Bldg. Seattle 4, Wash.	13, 14
William J. McDonell Central States Region	1300 U.S. Court House Chicago 4, Ill.	16, 17, 18
Emery H. Lee Great Lakes Region	1029 New Federal Bldg. Detroit 26, Mich.	19, 20
Lee R. Dawson Hawaiian Region	P. O. Box 1142 Lanikai, Oahu, T. H.	21
Charles T. Manning Alaskan Region	Room 52, U.S. P.O. & Courthouse, Anchorage, Alas.	23

DISTRICT OFFICES

District No.	City	Address	Engineer in Charge
1	Boston 9, Mass.	1600 Customhouse	**Nathan A. Hallenstein**
2	New York 14, N. Y.	748 Federal Bldg.	**Arthur Batcheller**
3	Philadelphia 6, Pa.	1005 U.S. Customhouse	**Roger A. Phelps**
4	Baltimore 2, Md.	508 Old Town Bank Bldg.	**Hyman A. Cohen**
5	Norfolk 10, Va.	Room 402, New P.O. Bldg.	**Edward Bennett**
	Newport News, Va.	106 New P.O. Bldg. (Ship Office)	**Rudolph J. Macey**
6	Atlanta 3, Ga.	411 Federal Annex	**W. D. Johnson**
	Savannah, Ga.	214 P.O. Bldg. (Sub-Office)	**Andrew R. Bahlay**
7	Miami 1, Fla.	312 Federal Bldg.	**Arthur Fish**
	Tampa 2, Fla.	409-410 P.O. Bldg. (Sub-Office)	**Chalmer H. Neeb**
8	New Orleans 16, La.	400 Audubon Bldg.	**Theodore G. Deiler**
	Mobile 10, Ala.	419 U.S. Courthouse & Customhouse Bldg. (Sub-Office)	**Geo. E. Franklin**
9	Houston 11, Tex.	324 U.S. Appraisers Bldg.	**Louis L. McCabe**
	Beaumont, Tex.	329 P.O. Bldg. (Sub-Office)	**Eric D. Coburn**
	Galveston	406 P.O. Bldg. (Sub-Office)	**Wayne E. Hall**
10	Dallas 2, Tex.	500 U.S. Terminal Annex	**John H. Homsy**
11	Los Angeles 12, Calif.	539 U.S. P.O. & Courthouse Bldg.	**Bernard H. Linden**
	San Diego 1, Calif.	15-C U.S. Customhouse (Sub-Office)	**Ney R. Landry**
	San Pedro, Calif.	326 U.S. P.O. & Courthouse Bldg. (Ship Office)	**J. Lee Smith**
12	San Francisco 26, Calif.	323-A Customhouse	**Francis V. Sloan**
13	Portland 5, Ore.	307 Fitzpatrick Bldg.	**(Vacancy)**
14	Seattle 4, Wash.	801 Federal Office Bldg.	**Herbert H. Arlowe**
15	Denver 2, Col.	521 Customhouse	**William E. Clyne**
16	St. Paul 2, Minn.	208 Uptown P.O. & Federal Bldg.	**Donald A. Murray**
17	Kansas City, Mo.	3200 Federal Office Bldg.	**Harold T. Gallaher**
18	Chicago 4, Ill.	1300 U.S. Courthouse	**H. D. Hayes**
19	Detroit 26, Mich.	1029 New Federal Bldg.	**Edwin S. Heiser**
20	Buffalo 3, N. Y.	328 Federal Bldg.	**Paul A. Holloway**
21	Honolulu 1, T. H.	502 Federal Bldg.	**Paul R. Fenner**
22	San Juan 13, P. R.	322-323 Federal Bldg.	**Arthur T. Cline Jr.**
23	Juneau, Alaska	7-8 Shattuck Bldg.	**Harold D. DeVoe**
	Anchorage, Alaska	53 U.S. P.O. & Courthouse (Sub-Office)	**(Vacancy)**

SECONDARY MONITORING STATIONS

Searsport, Me.	P. O. Box 44 Belfast, Me.	**Vernon K. Wilson**
Spokane, Wash.	P. O. Box 191	**Adelbert C. Lawrence**
Twin Falls, Idaho	P. O. Box 499	**John L. Kurdeka**
Fort Lauderdale, Fla.	P. O. Box 187	**(Vacancy)**
Lexington, Ky.	P. O. Box 99	**James E. Gilfoy**
Muskogee, Okla.	P. O. Box 1448	**(Vacancy)**

NARTB STANDARDS OF PRACTICE FOR AMERICAN BROADCASTERS

(Effective July 1, 1948)

THE BROADCASTERS' CREED

We Believe:

That American Broadcasting is a living symbol of democracy; a significant and necessary instrument for maintaining freedom of expression, as established by the First Amendment to the Constitution of the United States;

That its influence in the arts, in science, in education, in commerce and upon the public welfare, generally, is of such magnitude that the only proper measure of its responsibility is the common good of the whole people;

That it is our obligation to serve the people in such manner as to reflect credit upon our profession and to encourage aspiration toward a better estate for all mankind; by making available to every person in America, such programs as will perpetuate the traditional leadership of the United States in all phases of the broadcasting art;

That we should make full and ingenious use of man's store of knowledge, his talents and his skills and exercise critical and discerning judgment concerning all broadcasting operations to the end that we may, intelligently and sympathetically:

¶ Observe the proprieties and customs of civilized society;

¶ Respect the rights and sensitivities of all people;

¶ Honor the sanctity of marriage and the home;

¶ Protect and uphold the dignity and brotherhood of all mankind;

¶ Enrich the daily life of the people through the factual reporting and analysis of the news, and through programs of education, entertainment and information;

¶ Provide for the fair discussion of matters of general public concern; engage in works directed toward the common good; and volunteer our aid and comfort in times of stress and emergency;

¶ Contribute to the economic welfare of all, by expanding the channels of trade; by encouraging the development and conservation of natural resources; and by bringing together the buyer and seller through the broadcasting of information pertaining to goods and services.

Therefore:

As a guide for the achievement of our purpose, we subscribe to the following:

PROGRAM STANDARDS*

News

News reporting should be factual, fair and without bias. Commentary and analysis should be clearly identified as such.

Good taste should prevail in the selection and handling of news. Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be broadcast in such a manner as to avoid panic and unnecessary alarm.

Broadcasters should exercise due care in their supervision of content, format, and presentation of news broadcasts originated by them; and in their selection of newscasters, commentators and analysts.

Broadcasters should exercise particular discrimination in the acceptance and placement of advertising in news programs. Such advertising should be appropriate to the program, both as to content and presentation, and should be distinctly set apart from the news content.

In programs of news, news commentary and news analysis which are less than ten minutes in length, no more than two commercial announcements should be used and they should be given at or near the beginning and end of the program.

Agricultural and market newscasts should be governed by the same general standards applicable to news broadcasts.

Political Broadcasts **

Political broadcasts, or the dramatization of political issues designed to influence an election, should, if accepted, be properly identified as such.

Public Affairs and Issues

A broadcaster, in allotting time for the presentation of public questions, including those of a controversial nature, should use his best efforts to insure fair presentation. Such time should be allotted with due regard to all other elements of balanced program sched-

(Continued on page 32)

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* Standards for broadcasting can never be final or complete. Broadcasting is a creative art, still in the process of development, and as such it must always seek new ways to achieve greater advances. Therefore, any standards promulgated must be subject to change.

** Because of the present confusion concerning the laws with respect to political broadcasts, broadcasters are advised to consult their lawyers in all cases where they have the least doubt as to the proper method of handling.

always MERCHANDISING ASSISTANCE
PLUS
SERVED AND SOLD

EDWARD LAMB ENTERPRISES INC.
RADIO MARKETS

WIKK
ERIE, PA. - 5,000 WATTS
5000 Watt ABC affiliate with top Hooperatings—top programming and merchandising assistance.

WHOO
10,000 WATTS
ORLANDO, FLA.
A 10,000 Watt ABC affiliate. Local people in the know list WHOO as Orlando's number one medium. Merchandising assistance plus!

WTOD
1000 WATTS
TOLEDO, OHIO
1000 Watt Independent with music, sports, and news all day long. Gives you more listeners per dollar and merchandising assistance plus.

* RADIO
* TV
* NEWSPAPER
EDWARD LAMB Enterprises INC.
New York Office—Hotel Barclay —Home Office—500 Security Bldg., Toledo, Ohio

National Representatives
WICU-TV—Erie, Pa.—Headley-Reed Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.
WTOD—Toledo, O.—Headley-Reed Co.
WHOO—Orlando, Fla.—Avery-Knodel, Inc.
WIKK—Erie, Pa.—H-R Co.
ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald, Inc.
WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction

NARTB CODE

(Continued from page 31)

ules, and to the degree of interest on the part of the public in the questions to be presented.

Discussions of controversial public issues should be presented on programs specifically intended for that purpose, and they should be clearly identified as such.

The presentation of controversial public issues should be made by properly identified persons or groups.

Freedom of expression of opinion in broadcasts of controversial public issues should be carefully maintained, but the right should be reserved to refuse them for noncompliance with laws such as those prohibiting defamation and sedition.

Religious Programs

Broadcasting, which reaches men of all creeds simultaneously, should avoid attacks upon religion.

Religious programs should be presented respectfully and accurately, and without prejudice or ridicule.

Religious programs should be presented by responsible individuals, groups and organizations.

Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

Children's Programs

Children's programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.

They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.

They should contribute to the healthy development of personality and character.

There should be no appeals urging children to purchase the product in order to keep the program on the air, or which for any purpose encourage children to enter strange places or to converse with strangers.

Educational

Every radio program performs an educational function. Broadcasters should recognize the great responsibilities thus imposed, in planning their programs, to insure the most beneficial service to all listeners.

Broadcasters should cooperate with educators and with educational groups in developing improved techniques of broadcasting, as well as those processes of education best calculated to produce expert and skillful personnel.

Crime and Mystery Programs

In determining the acceptability of any program containing any element of crime, horror or mystery, due consideration should be given to the possible effect on all members of the family.

If the techniques and methods of crime are presented it should be done in such a way as not to encourage imitation; criminals should be punished, specifically or by implication; and programs which tend to make the commission of crime attractive should not be permitted.

Such programs should avoid the following subject matter:

¶ Detailed presentation of brutal killings, torture or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite unduly.

¶ Episodes involving the kidnaping of children.

¶ Sound effects calculated to mislead, shock or unduly alarm the listener.

¶ Disrespectful portrayal of law enforcement; and characterization of officers of the law as stupid or ridiculous.

¶ Suicide as a satisfactory solution to any problem.

General

Sound effects and expressions characteristically associated with news broadcasts (such as "bulletin," "flash," etc.) should be reserved for announcement of news, and the use of any deceptive techniques in connection with fictional events and non-news programs should be unacceptable.

When plot development requires the use of material which depends upon physical or mental handicaps it should be used in such a way as to spare the sensibilities of sufferers from similar defects.

The regular and recurrent broadcasting, in advance of sports events, of information relating to prevailing odds, the effect of which could be expected to encourage gambling, should not be permitted.

Simulation of court atmosphere or use of the term "Court" in a program title should be done only in such a manner as to eliminate the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.

In cases of programs broadcast over multiple station facilities, the originating station should assume responsibility for conforming such programs to these Standards of Practice.

ADVERTISING STANDARDS

Advertising is the life blood of the free, competitive American system of broadcasting. It makes possible the presentation, to all the American people, of the finest programs of entertainment, information and culture.

Diligence should be exercised to the end that advertising copy accepted for broadcasting complies with pertinent federal, state and local laws. Acceptance of advertising should be predicated upon such considerations as the integrity of the advertiser, the quality of the product, the value of service, and the validity of claims made.

In accepting advertising the broadcaster should exercise great care that he is not conveying to his audience information which is misleading, dangerous to health or character, distasteful or contrary to the proprieties and customs characteristic of his audience, or in violation of business and professional ethics.

Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

Advertising copy should contain no claims that a product will effect a cure.

Good taste should always govern the content, placement and presentation of announcements. Disturbing or annoying sound effects and devices, blatant announcing and over-repetition should be avoided.

Time Standards for Advertising Copy

As a guide to the determination of good broadcast advertising practice, the time standards for advertising copy are established as follows:

The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, should be:

Between 6:00 p.m. and 11:00 p.m.	
5 minute programs	1:00
10 minute programs	2:00
15 minute programs	2:30
25 minute programs	2:50
30 minute programs	3:00
45 minute programs	4:30
60 minute programs	6:00
All Other Hours	
5 minute programs	1:15
10 minute programs	2:10
15 minute programs	3:00
25 minute programs	4:00
30 minute programs	4:15
45 minute programs	5:45
60 minute programs	7:00

The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

All multiple sponsorship or announcement programs, except as hereinafter provided, are subject to the limitation of a maximum of three minutes of advertising per fifteen minute segment, excluding station breaks. Such programs of half hour, three-quarter hour and hour duration are subject to appropriate multiples of that limitation.

Recognizing that such programs as shopping guides, market information, rural news, and the like render a definite service to the listening public, time standards for such programs may be waived for a total of one hour a broadcast day, but care should be exercised to preserve proper program balance in their distribution.

While any number of products may be advertised by a single sponsor within the specified time standards, advertising copy for these products should be presented within the framework of the program structure. Accordingly the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its *apparent* sign-off should b avoided. To this end the program itself should be announced an clearly identified *before* the use o what have been known as "cow catcher" announcements and th program should be signed off *afte* the use of what have been know as "hitch-hike" announcements.

Any casual reference in a pr gram to another's product or ser ice under any trade name, or la guage sufficiently descriptive identify it, should, except for normal guest identifications, be avoided. If used, it should be considered as advertising copy and, as such, a part of and included in the total time allowances as herein provided.

The placement of more than one commercial announcement between two commercial programs should not be permitted except in those instances when one of the two announcements is a sponsored time signal, weather report, station promotion or location announcement of not to exceed a total of ten seconds in length.

Contests

Any broadcasting designed to "buy" the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment, should be avoided.

Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced or easily accessible to the listening public, and the winners' names should be released as soon as possible after the close of the contest.

When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided.

Premiums and Offers

Full details of proposed offers should be submitted to the broadcaster for investigation and approval before the first announcement of the offer is made to the public.

A final date for the termination of an offer should be announced as far in advance as possible.

If a consideration is required, the advertiser should agree to honor complaints indicating dissatisfaction with the premium by returning the consideration.

There should be no misleading descriptions or comparisons of any premiums or gifts which will distort or enlarge their value in the minds of the listeners.

FM STATIONS AUTHORIZED IN U. S.

(From records of FCC)

Date	Licensed	Under Construction	Cond'l. Grant	Experimental	Total Authorized
June 30, 1940				50	
June 30, 1941				69	
June 30, 1942				74	
June 30, 1943				26	74
June 30, 1944				6	58
June 30, 1945				3	56
July 1, 1946					456[1]
July 1, 1947					918[2]
Dec. 31, 1947	84	703	223		926[3]
May 1948					1,035
June 30, 1949	377	488[4]			865
Dec. 31, 1949	478	315[5]			788
June 30, 1950	493	237[6]	2		732
Dec. 31, 1950	519	183[7]	2		703
June 30, 1951	534	124[8]	1		703
Jan. 1, 1952	564	86[9]			650
June 30, 1952	582	66[10]			648
Jan. 1, 1953	576	54[11]			630

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[1] 55 on the air.
[2] 238 on the air.
[3] 374 on the air.
[4] 360 on the air.
[5] 255 on the air.
[6] 196 on the air.
[7] 156 on the air.
[8] 114 on the air.
[9] 73 on the air.
[10] 47 on the air.
[11] 40 on the air.

AM NETWORK AFFILIATIONS (JAN. 1, 1953)

ABC	353	MBS	560
CBS	217	NBC	204

Arizona has the Figures and the Facts

ARIZONA LEADS THE NATION

- ★ First In State Growth
- ★ First In Rate Of Income Growth
- ★ First In Farm Income Growth
- ★ First In Retail Sales Growth
- ★ First In Bank Capital Growth
- ★ First In Rate Of Employment Increase

NEW STARS-NEW PROGRAMS

"The New Listen"

KPHO

The News-Sports-Music Station

ABC in Phoenix, Arizona

National Representative THE KATZ AGENCY

A MEREDITH STATION

AMERICAN BROADCASTING COMPANY INC.: EXECUTIVES

RCA Bldg., 30 Rockefeller Plaza, New York 20, N. Y.

For Executives of Television Division, see Telecasting Yearbook

BOARD OF DIRECTORS

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Alger B. Chapman
Robert H. Hinckley
Robert E. Kintner
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C. Nicholas Priaulx, *Vice President & Treasurer*
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Thomas Velotta, *Vice President*
Paul Whiteman, *Vice President*
Geraldine B. Zorbaugh, *Secretary & Acting General Attorney*
Omar Elder, *Assistant Secretary & Attorney*
Aaron Rubin, *Assistant Treasurer & Assistant Secretary*
Walter C. Tepper, *Controller*

NEW YORK

30 Rockefeller Plaza
New York 20, New York

Charles T. Ayers, *Vice President in charge of Radio Network*

Engineering & General Services

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John Bourcier, *Operations Supervisor*
Thomas F. Foy, *Purchasing Agent*
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Clure Owen, *Administrative Assistant*
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Lawrence Ruddell, *Recording Director*
Joseph J. Spagnola, *Office & Studio Services Director*
William Trevarthen, *Director of Engineering Operations*
Reginald Willcocks, *Traffic Manager*

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Aaron Rubin, *Assistant Treasurer & Assistant Secretary*
Walter C. Tepper, *Controller*
Drew Van Dam, *Director of Personnel*

Legal

Geraldine B. Zorbaugh, *Secretary & Acting General Attorney*
Omar Elder, *Attorney & Assistant Secretary*
Muriel Henle, *Attorney*
Felix Kent, *Attorney*
James Stabile, *Attorney*

News & Special Events

Thomas Velotta, *Vice President in charge*
Donald Coe, *Director of News & Special Events*

Program

Raymond Diaz, *National Program Director*
William Berns, *WJZ Program Manager*
Leonard Blair, *Eastern Program Director*
Walter A. Gustafson, *Supervisor of Sound Effects*
William Hamilton, *Eastern Production Manager*
Helen Hedeman, *Supervisor of Casting*
Anne Kelly, *Announcing Office Manager*
J. Ward Mitchel, *Manager of Script & Program Promotion*
George Sax, *Supervisor of Program Production Control Unit*
Clayton Shields, *Business Manager*
Myrtle Tower, *Director of Program Operations*
Frank Vagnoni, *Manager of Music Division*

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Ruth Crawford, *Librarian*
Mitchell DeGroot, *Manager of Advertising & Promotion*
Arthur B. Donegan, *Manager of Publicity*
Ellen Heagerty, *Supervisor of Audience Information*
Grace Johnsen, *Director of Continuity Acceptance*
Ruth Trexler, *Executive Producer of Religious and Educational Programs*

Sales

William Fairbanks, *Eastern Sales Manager*
George Huelser, *Sales Service Manager*

Station Relations, Operations for Sales & Station Traffic, Research & Sales Development

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Frank Atkinson, *Manager of Co-operative Program Sales*
Stewart Barthelmess, *Manager of Station Clearance*
Alfred Beckman, *National Director of Station Relations Department*
Donald Buck, *Director of Operations for Sales and Station Traffic*
Alice Stamatis, *Manager of Order Processing*
Oliver Treyz, *Director of Research & Sales Development*
William A. Wylie, *Manager of Station Relations Department*

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Chicago 6, Illinois

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Edward Bishoff, *Sales Service Manager*
Kenneth Christiansen, *Manager of Traffic & Communications*
Mary A. Corcoran, *Purchasing Agent & Personnel Interviewer*
Wilbur Cummings, *Engineering Operations Supervisor*
Frances Dixon, *Program Booking and Operations Supervisor*
James Duffy, *Manager of Sales Promotion*
Walter L. Emerson, *Legal Counsel*
Elliot Henry, Jr., *Publicity Manager*
E. C. Horstman, *Manager of Engineering & General Services Department*
Lowell E. Jackson, *Manager of Network Sales*
Burr E. Lee, *Manager of Production and Announcing*
John J. Manley, *Manager of Office & Studio Services*
Francis McNulty, *Music Rights Supervisor*
Cornelius O'Dea, *News Supervisor*
Stewart Robinson, *Auditor*
Robert M. Savage, *Manager of Script & Continuity Acceptance*
Edward G. Smith, *Director of Network for Central Division*
Winslow E. Uebel, *Program Business Manager*

HOLLYWOOD

1529 North Vine Street
Hollywood 28, California

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J. Clifford Anderson, *Program Business Manager*
Dorothy L. Brown, *Continuity Acceptance Edito Western Division*
Philip G. Caldwell, *Manager, Engineering & Gener Services, Western Division*
Francis Conrad, *Director of Radio, Western Divisic*
Dresser Dahstead, *Program Manager, Western D vision*
Ralph Denechaud, *Engineering Operations Supe visor*
Paul Gates, *Night Program Manager*
Edward B. Hullinger, *Manager, Station Relatior Western Division*
Francis D. LaTourette, *Western Division Nei Editor*
Allan Maynard, *Purchasing Agent & Supervisor Building Maintenance*
Courtney McLeod, *Traffic Manager, Western Divisi*
Jon Meyers, *Assistant Program Manager & Produ tion Manager*
Victor E. Rowland, *Manager Hollywood Publici Department*
Florence T. Shiro, *Personnel Director*
C. Merwin Travis, *Sales Promotion Manager*
John C. Wagner, *Controller, Western Division*

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San Francisco 2, California

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Edith Kirby, *Traffic Manager*
Victor Reed, *Manager of News & Special Events, Program Operations*
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Dextor Scherling, *Continuity Acceptance Editor*
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Warren Jennings, *Sales Manager of WJZ*

CHICAGO

Edward Lynch, *Sales Manager of WENR*

HOLLYWOOD

Amos Baron, *Station Manager of KECA*
Matthew Barr, *Sales Manager of KECA*

SAN FRANCISCO

Charles McCarthy, *Station Manager of KGO*
Paul Scheiner, *Sales Manager of KGO*

DETROIT

(WXYZ, INC.)

Harold Christian, *Sales Manager of WXYZ*

Station Representatives for WJZ, KECA, & KGO
Edward Petry & Company
488 Madison Avenue
New York, New York

Station Representatives for WENR & WXYZ
John Blair & Company
150 East 43rd Street
New York, New York

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Frank C. Carman, KUTA Salt Lake City, Utah, D trict 6
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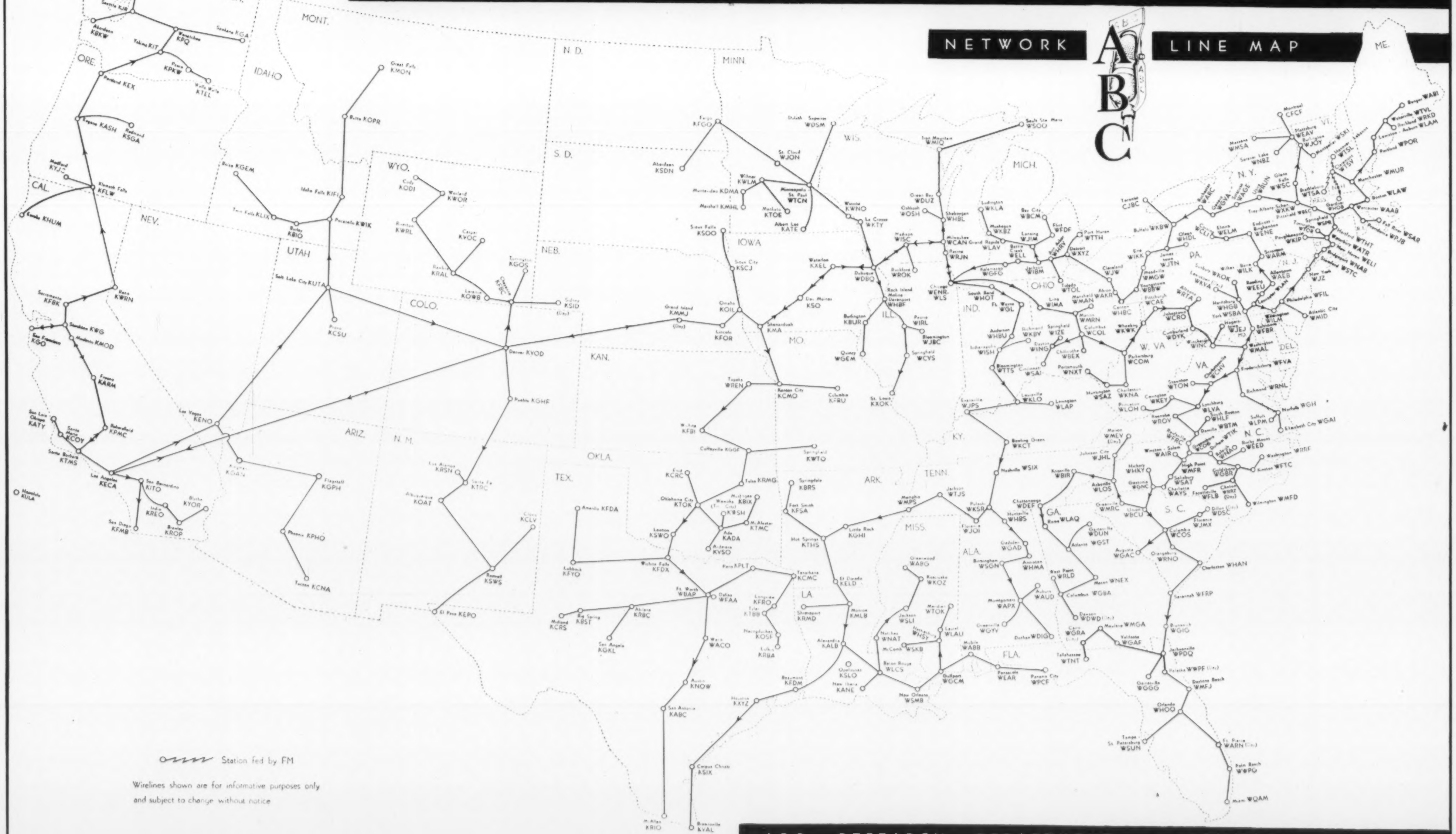
A. D. Willard Jr., WGAC Augusta, Ga., Distric

XUM

American Broadcasting Company

NETWORK LINE MAP


WASH.
ORE.
CAL.
NEV.
IDAHO
MONT.
UTAH
WYO.
COLO.
ARIZ.
N. M.
N. D.
S. D.
NEB.
KAN.
OKLA.
TEX.
MINN.
IOWA
MO.
ARK.
LA.
WIS.
ILL.
MICH.
IND.
OHIO
KY.
TENN.
MISS.
ALA.
GA.
FLA.
S. C.
N. C.
VA.
W. VA.
PA.
N. Y.
N. J.
DEL.
VT.
ME.

Station fed by FM

Wirelines shown are for informative purposes only and subject to change without notice

ABC RESEARCH DEPARTMENT JANUARY 1953

In 1952 more people in more places—
in and out of the home—continued to
spend more time with radio than with
any other medium. And most of them
listened most to CBS Radio—where
sponsors attract their largest audiences

at the lowest cost per thousand in all advertising. Today, for the fifth consecutive year, the strongest line-up of sellers and showmen in radio assures new advertisers their greatest customer traffic—on the CBS RADIO NETWORK

XUM

COLUMBIA BROADCASTING SYSTEM, RADIO DIVISION

485 Madison Ave., New York 22, N. Y. Telephone: Plaza 1-2345

For executives of parent company, Columbia Broadcasting System Inc., see page 65. For executives Television Division, see Telecasting Yearbook

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Budget

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Dudley Faust, *Eastern Sales Manager*
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Chicago Office, 410 Michigan Avenue

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Roger K. Huston, *Assistant Manager*

Detroit Office, Fisher Bldg.

Joseph Spadea, *Manager*

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John Derr, *Director of Sports*
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Richard Hess, *Research Manager*
Guy Cunningham, *Promotion Manager*

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Memphis Office, 63 S. Main Street

H. H. Holtshouser, *Sales Manager*

Detroit Office, Fisher Bldg.

Ralph Patt, *Sales Manager*

Los Angeles Office, Columbia Square

Edward Larkin, *Sales Manager*

San Francisco Office, Palace Hotel

Hugh Stump, *Sales Manager*

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Edward Kaylen, *Sales Analysis and Special Reports*

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Station Relations

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Edward DeGray, *Station Relations Representative*
Ole Morby, *Western Division Manager, Columbia Square, Los Angeles 28*

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Jack Page, *Assistant Manager of Building Operations*
Laurette Banks, *Supervisor of Ticket Division*

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Emily Schiener, *Supervisor of Program Transcripts*

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Dr. Jack Nelson, *Director of Medical Office*
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John Anderson, *Personnel and Labor Research Manager*
Richard Stanley, *Employment Manager*

Photographic

Walter I. Siegal, *Manager*

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Agnes Law, *Librarian*
Esther Dobbins, *Manager, Program Information Division*
Dorothy Boyle, *Manager, Program Statistics Division*

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Bill Miller, *Sales Manager*
Sam Slate, *Program Manager*
Don Foley, *Promotion Manager*

KCBS and KCBS-FM, Palace Hotel, San Francisco

Arthur Hull Hayes, *Vice President in Charge San Francisco Office, General Manager of KCBS and KCBS-FM*
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Fred Ruegg, *Program Manager*
Evelyn Clark, *Promotion Manager*

KMOX, 401 S. Twelfth Boulevard, St. Louis 2

Eugene Wilkey, *General Manager*
Robert Hyland, *Sales Manager*
Mark Russell, *Program Manager*
C. W. Doebler, *Promotion Manager*

KNX and KNX-FM and Columbia Pacific Networ 6121 Sunset Boulevard, Los Angeles 28

William Shaw, *General Manager*
E. W. Buckalew, *Assistant General Manager an Sales Manager*
Robert Sutton, *Program Manager*
Sherril Taylor, *Promotion Manager*

WBBM and WBBM-FM, 410 N. Michigan Avenue Chicago 11

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Thomas A. Bland, *Program Manager*
C. W. Doebler, *Promotion Manager*

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Emmett J. Heerdt, Jr., *Sales Manager*
Raymond Girardin, *Program Manager*
Charles Vaill, *Promotion Manager*

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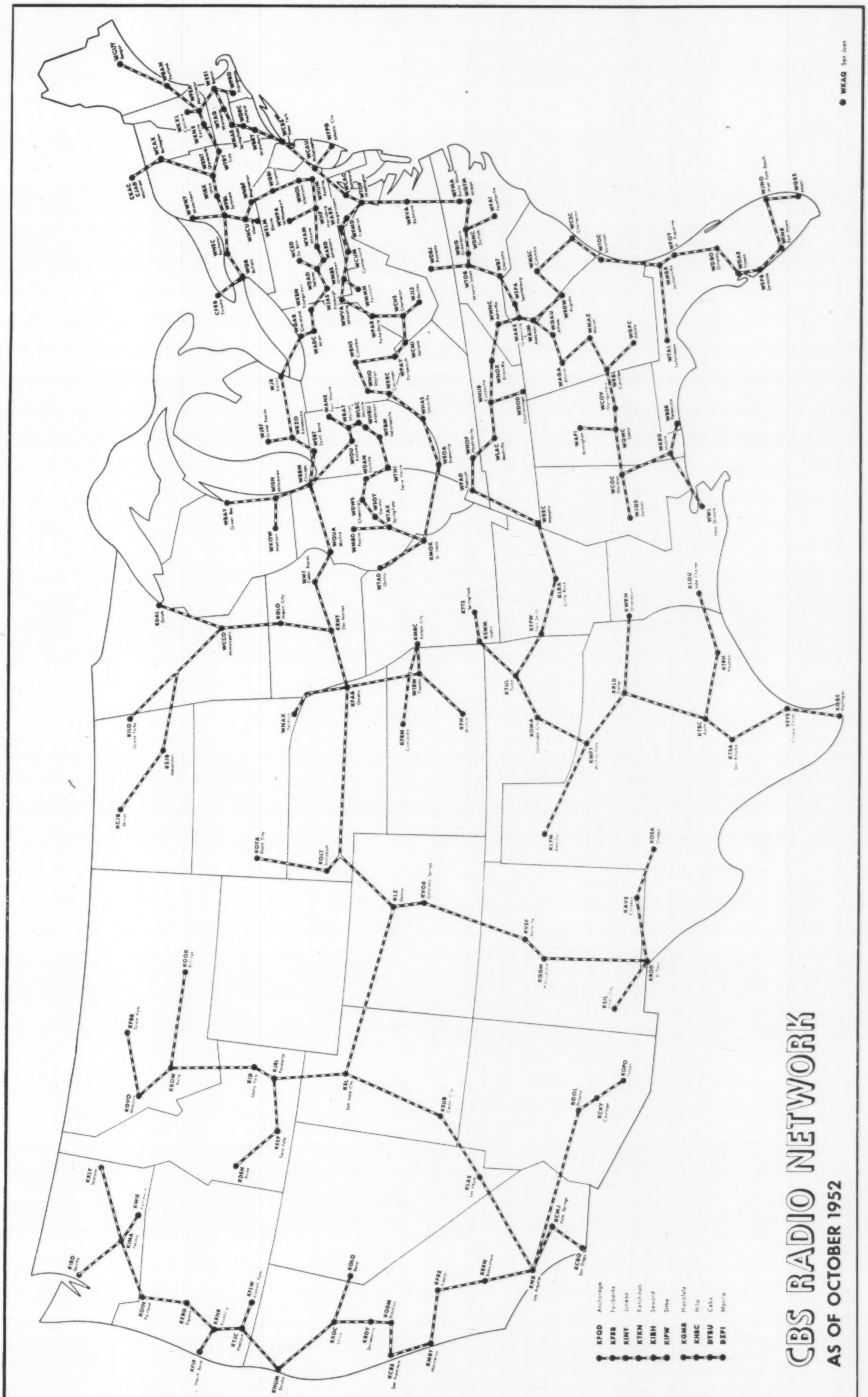
WKAQ San Juan
KFQD Anchorage
KFRB Fairbanks
KINY Juneau
KTKN Ketchikan
KIBH Seward
KIFW Sitka
KGMB Honolulu
KHBC Hilo
DYRU Cebu
DZPI Manila

CBS RADIO NETWORK
AS OF OCTOBER 1952

KEYSTONE BROADCASTING SYSTEM INC.

OFFICES

111 West Washington Street
Chicago 2, Illinois
State 2-6303

580 Fifth Avenue
New York 36, New York
Plaza 7-1460

1324 Wilshire Boulevard
Los Angeles 17, Californi
Dunkirk 2-8391

OFFICERS & DIRECTORS

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Joseph Bayer, *Vice President (Director)*
Noel A. Rhys, *Vice President*
Edwin R. Peterson, *Vice President*
William Bayer, *Vice President*
Arthur Wolf, *Secretary-Treasurer (Director)*

NEW YORK

580 Fifth Avenue
PLaza 7-1460

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Charles A. Hammarstrom, *Account Executive*
Eve Bannier, *Office Manager*
Nicholas Gordon, *Director of Research*

CHICAGO

111 W. Washington St.
STate 2-6303

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Edwin R. Peterson, *Vice President*
Arthur Wolf, *Secretary-Treasurer*
Blanche Stein, *Director of Station Relations*
Wyn Spangenberg, *Traffic Manager*
Bertha Vincent, *Office Manager*

LOS ANGELES

1330 Wilshire Blvd.
DUnkirk 3-2910

William Bayer, *Vice President*
Henry G. Eschen, *Account Executive*
Harry Roe, *Account Executive*

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering beyond-Metropolitan markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. This is the only national network in the United States offering national radio advertisers the opportunity to cover the beyond-Metropolitan markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length. Keystone makes its facilities available nationally or in selected groups. The list of stations affiliated with Keystone as of Jan. 1, 1953, is as follows:

ALABAMA—WRFS Alexander City; WCTA Andalusia: WJLD Bessemer; WEBJ Brewton; WRAG Carrollton; WKLF Clanton; WKUL Cullman; WMSL Decatur; WXAL Demopolis; WOOF Dothan; WULA Eufaula; WWWF Fayette; WOWL Florence; WGWD Gadsden; WGYV Greenville; WGSV Guntersville; WBHP Huntsville; WPBB Jackson; WWWB Jasper; WJHO Opelika; WWWR Russellville; WHBB Selma; WFEB Sylacauga; WHTB Talladega; WTBF Troy; WTBC Tuscaloosa; WTUS Tuskegee.

ARIZONA—KCLS Flagstaff.

ARKANSAS—KVRC Arkadelphia; KBTA Batesville; KAMD Camden; KCON Conway; KAGH Crossett; KDMS El Dorado; KGRH Fayetteville; KXJK Forrest City; KHOZ Harrison; KFFA Helena; KXAR Hope; KWFC Hot Springs; KBTM Jonesboro; KVMA Magnolia; KENA Mena; KOSE Osceola; KDRS Paragould; KOTN Pine Bluff; KPOC Pocahontas; KXRJ Russellville; KWCB Searcy; KBRS Springdale; KWAK Stuttgart.

CALIFORNIA—KBMX Coalinga; KDIA Auburn; KCVR Lodi; KMBY Monterey; KSFE Needles; KPRL Paso Robles; KVEC San Luis Obispo; KSJV Sanger; KSMA Santa Maria; KSPA Santa Paula; KROG Sonora; KTKR Taft; KTUR Turlock; KVVC Ventura.

COLORADO—KGIW Alamosa; KRLN Canon City; KRAI Craig; KIUP Durango; KFTM Fort Morgan; KYOU Greeley; KBNZ La Junta; KLVC Leadville; KLMO Longmont; KUBC Montrose; KDZA Pueblo; KVRH Salida; KCRT Trinidad.

DELAWARE—WJWL Georgetown.

FLORIDA—WTRL Bradenton; WTAN Clearwater; WCNU Crestview; WBRD Ft. Lauderdale; WINK Ft. Myers; WGGG Gainesville; WJVB Jacksonville Beach; WKWF Key West; WIPC Lake Wales; WLBE Leesburg; WNER Live Oak; WTYS Marianna; WWBP Miami; WTMC Ocala; WWPF Palatka; WDLP Panama City; WPLA Plant City; WTRR Sanford; WKXY Sarasota; WJCM Sebring; WTNT Tallahassee; WEBK Tampa.

GEORGIA—WDMG Douglas; WJAZ Albany; WDEC Americus; WGAU Athens; WMGR Bainbridge; WMOG Brunswick; WGRA Cairo; WLBB Carrollton; WBHF Cartersville; WGAA Cedartown; WMJM Cordele; WMOC Covington; WBLJ Dalton; WDWD Dawson; WMLT Dublin; WTJH East Point; WSGC Elberton; WBHB Fitzgerald; WFPM Fort Valley; WGGA Gainesville; WKEU Griffin; WBGR Jesup; WLAG La Grange; WMVG Milledgeville; WMGA Moultrie; WRGA Rome; WWNS Statesboro; WSFT Thomaston; WTWA Thomson; WLET Toccoa; WVOP Vidalia; WAYX Waycross; WRLD West Point; WIMO Winder.

IDAHO—KGEM Boise; KBIO Burley; KIFI Idaho Falls; KRPL Moscow; KWIK Pocatello; KPST Preston; KSPT Sandpoint; KLIX Twin Falls; KWEI Weiser.

ILLINOIS—WOKZ Alton; WBYS Canton; WROY Carmi; WCRA Effingham; WEBQ Harrisburg; WJPF Herrin; WPRC Lincoln; WSMI Litchfield; WKAI Macomb; WMOK Metropolis; WVMC Mt. Carmel; WVLN Olney; WPRS Paris.

INDIANA—WSAL Logansport; WBNL Boonville; WRAY Princeton; WJCD Seymour; WJVA South Bend; WTCJ Tell City; WKAM Warsaw.

IOWA—KASI Ames; KJAN Atlantic; KCIM Carroll; KCOG Centerville; KCHA Charles City; KSIB Creston; KXIC Iowa City; KWPC Muscatine; KJFJ Webster City.

KANSAS—KARE Atchison; KCRB Chanute; KGNO Dodge City; KTSW Emporia; KIUL Garden City; KAYS Hays; KWBW Hutchinson; KIND Independence; KCLO Leavenworth; KNEX McPherson; KSEK Pittsburg.

KENTUCKY—WLBJ Bowling Green; WTCO Campbellsville; WAIN Columbia; WCTT Corbin;WZIP Covington; WCPM Cumberland; WHIR Danville; WIEL Elizabethtown; WFKY Frankfort; WKAY Glasgow; WHLN Harlan; WKIC Hazard; WSON Henderson; WLEX Lexington; WINN Louisville: WFMW Madisonville; WKTM Mayfield; WFTM Maysville; WMIK Middlesboro; WOMI Owensboro; WPKE Pikeville; WPKY Princeton.

LOUISIANA—KTRY Bastrop; WIKC Bogalusa; KDLA De Ridder; WIHL Hammond; KWCJ Natchitoches; KSLO Opelousas; KRUS Ruston.

MAINE—WABM Houlton; WAGM Presque Isle.

MARYLAND—WNAV Annapolis; WASA Havre de Grace.

MASSACHUSETTS—WREB Holyoke.

MICHIGAN—WATZ Alpena; WGRO Bay City; WATT Cadillac; WTVB Coldwater; WMRP Flint; WHDF Houghton; WIKB Iron River; WJMS Ironwood; WJPD Ishpeming; WKLA Ludington; WCEN Mt. Pleasant; WMBN Petoskey; WHLS Port Huron; WSTR Sturgis; WTCM Traverse City.

MINNESOTA—KASM Albany; KBUN Bemidji; WKLK Cloquet; KROX Crookston; WEVE Eveleth; KBZY Grand Rapids; CKFI International Falls; KLTF Little Falls; KOBK Owatonna; WSHB Stillwater.

MISSISSIPPI — WGCM Biloxi-Gulfport; WBIP Booneville; WGLC Centreville; WROX Clarksdale; WCJU Columbia; WCBI Columbus; WCMA Corinth; WJPR Greenville; WGRM Greenwood; WNAG Grenada; WFOR Hattiesburg; WKOZ Kosciusko; WAML Laurel; WAPF McComb; WMOX Meridian; WMIS Natchez; WPMP Pascagoula; WHOC Philadelphia; WRJW Picayune; WSSO Starkville; WELO Tupelo; WQBC Vicksburg; WROB West Point; WAZF Yazoo City.

MISSOURI—KGMO Cape Girardeau; KDMO Carthage; KCRV Caruthersville; KCHI Chillicothe; KDKD Clinton; KREI Farmington; KJCF Festus; KWOS Jefferson City; KIRX Kirksville; KMMO Marshall; KNCM Moberly; KRMO Monett; KNEM Nevada; KWOC Poplar Bluff; KTTR Rolla; KSGM Ste. Genevieve; KDRO Sedalia; KICK Springfield; KWRE Warrenton; KWPM West Plains.

MONTANA — KANA Anaconda; KBMY Billings; KOJM Havre; KCAP Helena; KXLO Lewistown; KPRK Livingston; KRJF Miles City; KIYI Shelby; KGCX Sidney.

NEBRASKA—KCOW Alliance; KCNI Broken Bow; KJSK Columbus; KHAS Hastings: KGFW Kearney; KBRL McCook; KODY North Platte.

NEVADA—KRAM Las Vegas; KATO Reno.

NEW HAMPSHIRE—WMOU Berlin; WLNH Laconia.

NEW JERSEY—WSNJ Bridgeton.

NEW MEXICO—KSVP Artesia; KVBC Farmington; KGAK Gallup; KWEW Hobbs; KENM Portales; KSIL Silver City; KCHS Truth or Consequences; KTNM Tucumcari.

NEW YORK—WMBO Auburn; WOSC Fulton; WLEA Hornell; WHUC Hudson: WJOC Jamestown; WVOS Liberty; WLFH Little Falls; WICY Malone; WALL Middletown; WSLB Ogdensburg; WIRY Plattsburg; WNBZ Saranac Lake; WDLA Walton.

NORTH CAROLINA—WABZ Albemarle; WBBB Burlington; WEGO Concord; WCKB Dunn; WCNC Elizabeth City; WFAI Fayetteville; WBBO Fores City; WFVG Fuquay Springs; WGNC Gastonia; WFMC Goldsboro; WHNC Henderson; WHKP Hendersonville; WHPE High Point; WELS Kinston; WEWO Laurinburg; WLOE Leaksville; WJRI Lenoir; WBUY Lexington; WTSB Lumberton; WMAP Monroe; WHIP Mooresville; WPAQ Mount Airy; WKBC No. Wilkesboro; WFRC Reidsville; WCBT Roanoke Rapids; WCEC Rocky Mount; WWGP Sanford; WOHS Shelby; WADE Wadesboro; WHED Washington.

NORTH DAKOTA—KDLR Devils Lake; KDIX Dickinson; KNOX Grand Forks; KGCU Mandan; KOVC Valley City; KWBM Williston.

OHIO—WILE Cambridge; WAND Canton; WBEX Chillicothe; WJEH Gallipolis; WMOH Hamilton; WIRO Ironton; WWSO Springfield-Urbana; WCHO Washington Court House.

OKLAHOMA—KADA Ada; KWHW Altus; KVSO Ardmore; KWCO Chickasha; KSEO Durant; KASA Elk City; KTAT Frederick; KTJS Hobart; KIHN Hugo; KTMC McAlester; KGLC Miami; KBIX Muskogee; KHBG Okmulgee; KVLH Pauls Valley; WBBZ Ponca City; KWSH Tri-City (Wewoka-Seminole-Holdenville); KSIW Woodward.

OREGON—KAST Astoria: KBKR Baker; KBND Bend; KWRO Coquille; KRUL Corvallis; KASH Eugene; KLBM La Grande; KGAL Lebanon; KMCM McMinnville; KSRV Ontario; KOCO Salem; KODL The Dalles; KTIL Tillamook.

PENNSYLVANIA—WNCC Barnesboro; WCDL Carbondale; WLXW Carlisle; WESA Charleroi; WGET Gettysburg; WHUN Huntingdon; WDAD Indiana; WAKU Latrobe; WKRZ Oil City; WPAZ Pottstown; WKBI St. Marys; WATS Sayre; WMAJ State College; WNOW York.

RHODE ISLAND—WRJM Newport; WPAW Pawtucket; WERI Westerly.

SOUTH CAROLINA—WANS Anderson; WACA Camden; WHAN Charleston; WGCD Chester; WELP Easley; WOLS Florence; WFGN Gaffney; WEA Greer; WHSC Hartsville; WLBG Laurens; WJA Mullins; WMRA Myrtle Beach; WKDK Newberry; WRNO Orangeburg; WRHI Rock Hill; WSNW Seneca; WFIG Sumter.

SOUTH DAKOTA—KDSJ Deadwood; KIJV Huron; KGFX Pierre; KISD Sioux Falls; KWAT Watertown.

TENNESSEE—WLAR Athens; WJZM Clarksville; WKRM Columbia; WHUB Cookeville; WDSG Dyersburg; WEKR Fayetteville; WHIN Gallatin; WHBT Harriman; WIRJ Humboldt; WDXI Jackson; WKI Kingsport; WIBK Knoxville; WDXE Lawrenceburg; WCOR Lebanon; WJJM Lewisburg; WGAP Maryville; WMMT McMinnville; WGNS Murfreesboro; WNAH Nashville; WOKE Oak Ridge; WTPR Paris; WDBL Springfield; WJIG Tullahoma; WENK Union City.

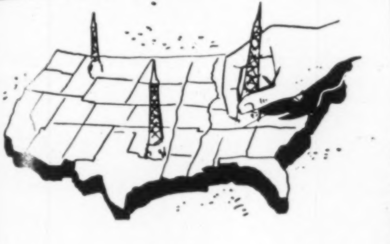
TEXAS—KVLF Alpine; KBUD Athens; KRUN Ballinger; KIOX Bay City; KRCT Baytown; KTXC Big Spring; KNEL Brady; KSTB Breckenridge; KWHI Brenham; KTFY Brownfield; KBOR Brownsville; KBWD Brownwood; KSTA Coleman; WTAW College Station; KVMC Colorado City; KAND Corsicana; KIVY Crockett; KWTN Crystal City; KXIT Dalhart; KDLK Del Rio; KINT Denton; KURV Edinburg; KELP El Paso; KFLD Floydada; KNAF Fredericksburg; KGAF Gainesville; KLUF Galveston; KCT Gonzales; KGVL Greenville; KPAN Hereford; KHBR Hillsboro; KATL Houston; KSAM Huntsville; KEB Jacksonville; KMBL Junction; KOCA Kilgore; KPET Lamesa; KVOW Littlefield; KFRO Longview; KRBA Lufkin; KMHT Marshall; KJBC Midland; KORC Mineral Wells; KVKM Monahans; KOSF Nacogdoches; KRIG Odessa; KOGT Orange; KNET Palestine; KFTV Paris; KIUN Pecos; KVOP Plainview; KVOZ Laredo; KIMP Mt. Pleasant; KPAT Pampa; KBOP Pleasanton; KOLJ Quanah; KCNY San Marcos; KSEY Seymour; KEVA Shamrock; KTAN Sherman; KDWT Stamford; KSTV Stephenville; KSST Sulphur Springs; KXOX Sweetwater; KTEM Temple; KTFS Texarkana; KTLW Texas City; KGK Tyler; KVOU Uvalde; KVWC Vernon; KVI Victoria.

UTAH—KBUH Brigham City; KVNU Logan; KOP Ogden; KOAL Price; KJAM Vernal.

VERMONT—WSYB Rutland; WTWN St. Johnsbury

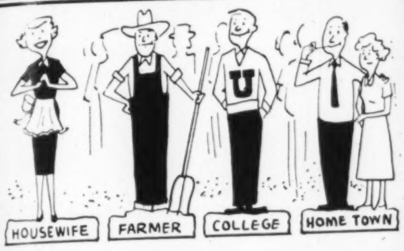
VIRGINIA—WKLV Blackstone; WINA Charlottesville; WKEY Covington; WCVA Culpeper; WEV Emporia; WFAX Falls Church; WFTR Front Royal WFVA Fredericksburg; WBOB Galax; WVEC Hampton; WREL Lexington; WMEV Marion; WMVA Martinsville; WNVA Norton; WPUV Pulaski; WRA

(Continued on page 43)



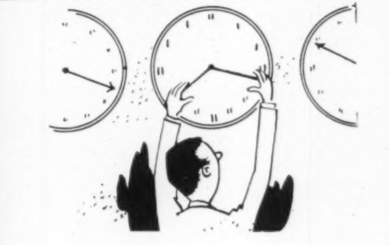
Markets

Buy any part of the U.S.A.—by STATES, TRADE TERRITORIES, GEOGRAPHICAL REGIONS—whatever covers your distribution!



Audience

Farmer, Hometown People, College Students, Housewives—you may select any of the receptive audiences!



Time

From sign-on to sign-off, 631 KBS stations may be purchased any time of day!

Announcements or Programs

Station Breaks, Minutes, 15-Minute or Half Hour Shows, etc.—all are available on any of the 631 KBS Stations.

Merchandising

Keystone cooperates with any advertiser in a merchandising program that gets results!

SELECTION AND FLEXIBILITY

IS THE KEYNOTE OF THE KEYSTONE BROADCASTING SYSTEM.

Build your own network by selecting the stations you need. The Keystone Network is flexible—you may buy the time periods with adjacencies you need to reach a selected audience. You may use live copy or transcriptions. The number of announcements or length of campaigns is up to you. You may do all this with *one order, one rate,* and *one invoice.*

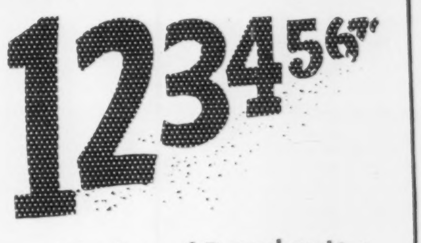
KEYSTONE BROADCASTING SYSTEM, INC.

• New York: 580 Fifth Ave. • Chicago: 111 W. Washington

• Los Angeles: 1330 Wilshire Blvd.

Live or Transcribed

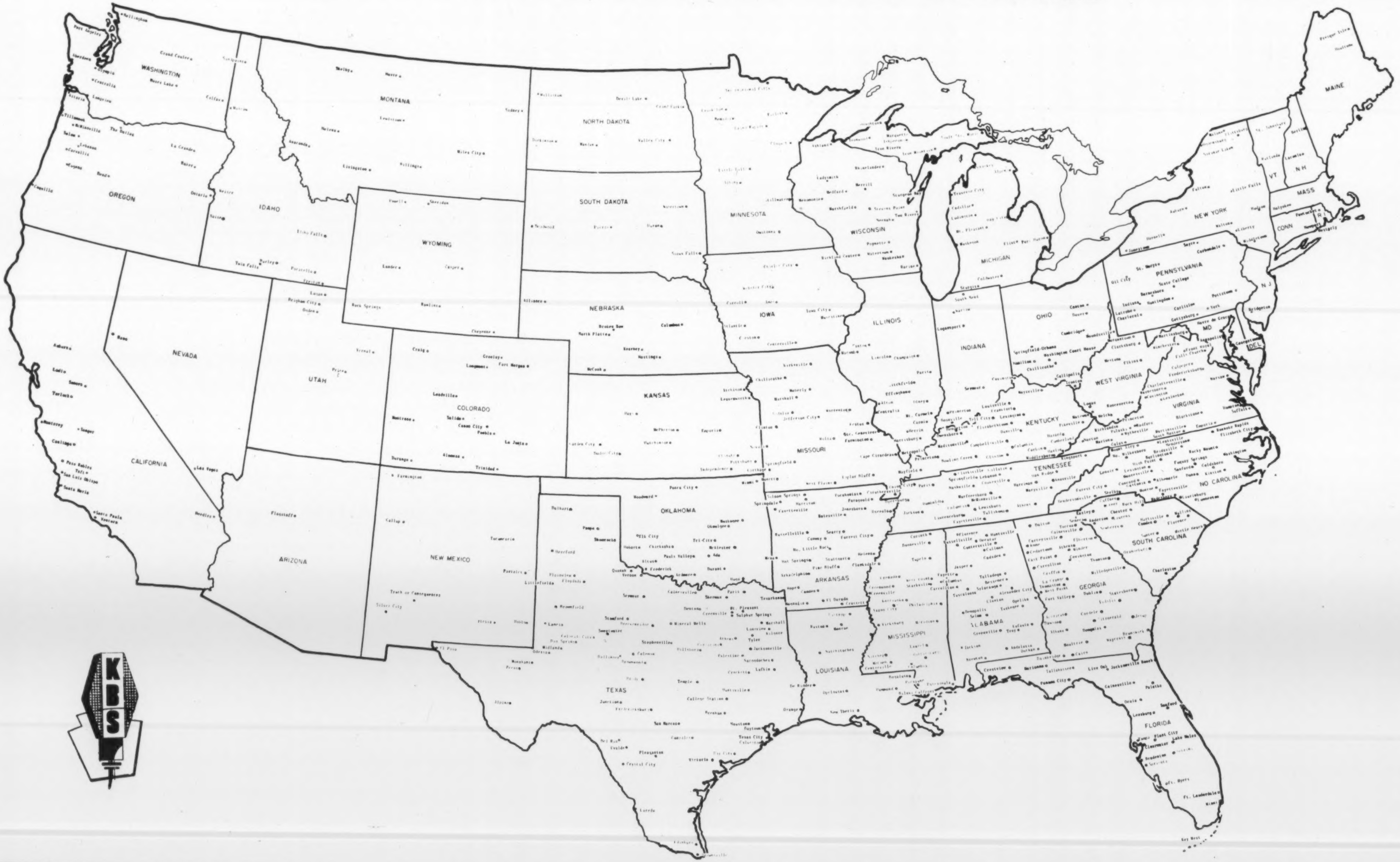
Many advertisers use live announcements; others use transcriptions.



Number of Broadcasts

Any number of Broadcasts per station you need to do the job!

KEYSTONE BROADCASTING SYSTEM


WASHINGTON
OREGON
CALIFORNIA
NEVADA
IDAHO
MONTANA
WYOMING
UTAH
ARIZONA
COLORADO
NEW MEXICO
NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
KANSAS
OKLAHOMA
TEXAS
MINNESOTA
IOWA
MISSOURI
ARKANSAS
LOUISIANA
WISCONSIN
ILLINOIS
MICHIGAN
INDIANA
OHIO
KENTUCKY
TENNESSEE
MISSISSIPPI
ALABAMA
GEORGIA
FLORIDA
SOUTH CAROLINA
NO CAROLINA
VIRGINIA
WEST VIRGINIA
PENNSYLVANIA
NEW YORK
MD
DEL
N J
CONN
R I
MASS
VT
N H
MAINE

MUTUAL BROADCASTING SYSTEM EXECUTIVES and STAFF

1440 Broadway, New York 18, N. Y.
Phone: Pennsylvania 6-9600

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Nathan Abramson, *Manager of Entertainment Bureau*

Milton Burgh, *Director of News*

Arthur Feldman, *Director of Special Events*

Paul Jonas, *Director of Sports*

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Dolores Goudsward, *Supervisor of Program Traffic*

Frank Miller, *Night Program Supervisor*

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John R. Overall, *Eastern Sales Manager*

Virgil Reiter, *Midwestern Sales Manager*

Alma Graef, *Manager of Sales Service*

T. E. Danley, *Manager of Sales Traffic*

Sara Joseph, *Supervisor of Contracts*

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Roy Danish, *Western Manager*

Robert Kennett, *Southern Manager*

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Jean Engel, *Supervisor of Station Information*

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Leslie Learned, *Chief of Engineering Traffic & Operations*

James Chapman, *Supervisor of Engineering Traffic*

Cyrus Samuelson, *Supervisor of Engineering Operations*

Charles Singer, *Chief Engineer*

Henry Lockwood, *Manager of Recording*

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Seymour Handy, *Asst. Controller—WOR*

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Jackson Foster, *Manager of Presentation Art & Graphics*

John Stone, *Asst. Art Director*

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Everett Holles, *White House Correspondent*

Les Higbie, *News Editor*

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Carroll Marts, *Director of Midwestern Operations*

Virgil Reiter, *Midwestern Sales Manager*

Dorothy Reynolds, *Midwestern Sales Service Manager*

Myrtle Goulet, *Office Manager and Program Traffic*

George Herro, *Promotion and Press Information Representative*

Hollywood

Ned Tollinger, *Coordinator of Programs*

Copp Collins, *Press Information Representative*

Keystone Stations

(Continued from page 40)

Radford; WRIC Richlands; WHLF South Boston; WLPM Suffolk; WNNT Warsaw; WAYB Waynesboro; WINC Winchester; WYVE Wytheville.

WASHINGTON—KXRO Aberdeen; KPUG Bellingham; KELA Centralia; KCLX Colfax; KFDR Grand Coulee; KWLK Longview; KSEM Moses Lake; KGY Olympia; KONP Port Angeles.

WEST VIRGINIA — WHAR Clarksburg; WVOW Logan; WEPM Martinsburg; WHJC Matewan; WMOD Moundsville; WLOH Princeton; WRON Ronceverte; WBRW Welch; WHAW Weston.

WISCONSIN—WATW Ashland; WLDY Ladysmith; WDLB Marshfield; WIGM Medford; WMNE Menomonie; WLIN Merrill; WNAM Neenah WIBU Poynette; WRAC Racine; WOBT Rhinelander; WRCO Richland Center; WSPT Stevens Point; WOKW Sturgeon Bay; WTRW Two Rivers; WTTN Watertown; WAUX Waukesha.

WYOMING—KSPR Casper; KOVE Lander; KPOW Powell; KRAL Rawlins; KVRS Rock Springs; KWYO Sheridan; KVWO Cheyenne.

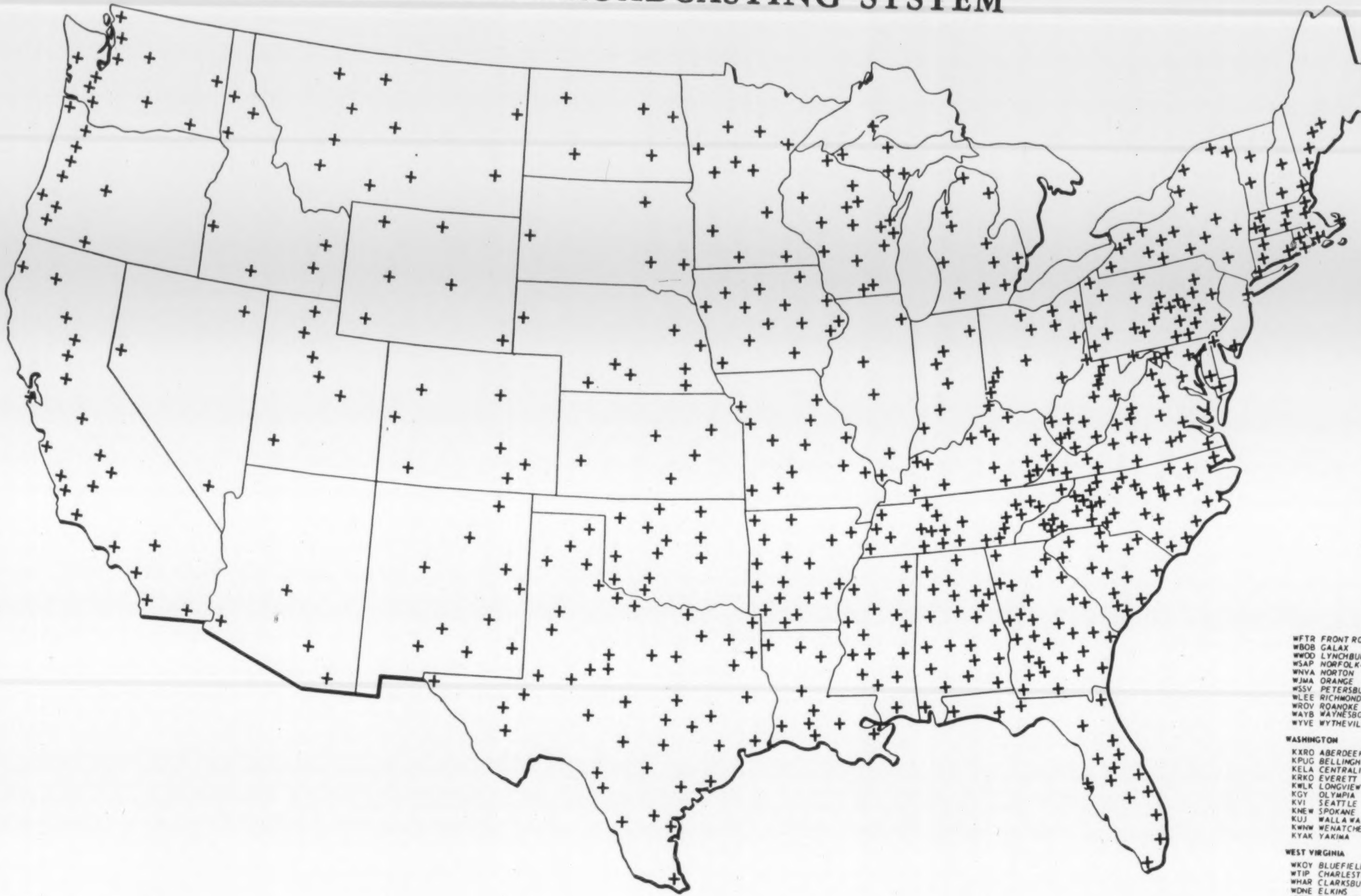
ASSOCIATED STATIONS
(CARRYING KBS COMMERCIALS ON SPECIAL WORKING AGREEMENTS)

CITY 13

KXLR No. Little Rock, Arkansas; KUOA Siloam Springs, Arkansas; WCNT Centralia, Illinois; WDWS Champaign, Illinois; KLIC Monroe, Louisiana; KANE New Iberia, Louisiana; WMIQ Iron Mountain, Michigan; WDMJ Marquette, Michigan; WKNK Muskegon, Michigan; WSOO Sault Ste. Marie, Michigan; WJER Dover, Ohio; WDNE Elkins, West Virginia; WAJR Morgantown, West Virginia.

XUM

MUTUAL BROADCASTING SYSTEM



ALABAMA

WCTA ANDALUSIA
WSPC ANNISTON
WILD BIRMINGHAM
WEBJ BREWTON
WKUL CULLMAN
WMSL DECATUR
WXAL DEMOPOLIS
WAGF DOTHAN
WULA EUFALA
WJBY GADSDEN
WJBB HALEYVILLE
WBHP HUNTSVILLE
WPBB JACKSON
WABB MOBILE
WJJJ MONTGOMERY
WLAY MUSCLE SHOALS
WJHO OPELIKA
WHBB SELMA
WFEB SYLACAUGA
WHTB TALLADEGA
WTBF TROY
WTBC TUSCALOOSA

ARIZONA

KSUN BISBEE
KOY PHOENIX
KTUC TUCSON
KYMA YUMA

ARKANSAS

KVRC ARKADELPHIA
KBTA BATESVILLE
KAMD CAMDEN
KGRH FAYETTEVILLE
KWHN FORT SMITH
KHOZ HARRISON
KFFA HELENA
KXAR HOPE
KWFC HOT SPRINGS
KBTM JONESBORO
KXLR LITTLERROCK
KVMA MAGNOLIA
KENA MENA
KOTN PINE BLUFF
KXRJ RUSSELVILLE
KUOA SILOAM SPRINGS
KWAK STUTTGART

CALIFORNIA

KAFY BAKERSFIELD
KHSL CHICO
KXO EL CENTRO
KIEM EUREKA
KYNO FRESNO
KHJ LOS ANGELES
KMYC MARYSVILLE
KYOS MERCED
KPRL PASO ROBLES
KVCV REDDING
KXOA SACRAMENTO
KSBW SALINAS-MONTEREY
KFXM SAN BERNADINO
KGB SAN DIEGO
KFRC SAN FRANCISCO
KVEC SAN LUIS OBISPO
KVOE SANTA ANA
KDB SANTA BARBARA
KXOB STOCKTON
KCOK TULARE-VISALIA

COLORADO

KFEL DENVER
KIUP DURANGO
KGLN GLENWOOD SPRINGS
KFXJ GRAND JUNCTION
KBNZ LA JUNTA
KCSJ PUEBLO
KCRT TRINIDAD

CONNECTICUT

WICC BRIDGEPORT
WONS HARTFORD
WNLC NEW LONDON
WWCO WATERBURY

DELAWARE

WAMS WILMINGTON

DISTRICT OF COLUMBIA

WWDC WASHINGTON

FLORIDA

WIRA FORT PIERCE
WRUF GAINESVILLE
WJHP JACKSONVILLE
WKWF KEY WEST
WONN LAKELAND
WLBE LEESBURG
WMMB MELBOURNE
WKAT MIAMI
WLOF ORLANDO
WDLP PANAMA CITY
WEAR PENSACOLA
WCNH QUINCY
WTSP ST. PETERSBURG TAMPA
WJCM SEBRING
WIRK WEST PALM BEACH
WSIR WINTER HAVEN

GEORGIA

WALB ALBANY
WDEC AMERICUS
WQXI ATLANTA
WBBQ AUGUSTA
WMGR BAINBRIDGE
WMOG BRUNSWICK
WBHF CARTERSVILLE
WGBA COLUMBUS
WMJM CORDELE
WBLJ DALTON
WMLT DUBLIN
WSGC ELBERTON
WBHB FITZGERALD
WGGA GAINESVILLE
WKEU GRIFFIN
WLAG LA GRANGE
WNEX MACON
WMVG MILLEDGEVILLE
WCOH NEWNAN
WRGA ROME
WCCP SAVANNAH
WWNS STATESBORO
WSFT THOMASTON
WTWA THOMSON
WWJS TIFTON
WLET TOCCOA
WGOV VALDOSTA
WVOP VIDALIA
WAYX WAYCROSS

IDAHO

KVNI COEUR D'ALENE
KIFI IDAHO FALLS
KRLC LEWISTON
KFXD NAMPA-BOISE
KWIK POCATELLO
KLIX TWIN FALLS
KWAL WALLACE

ILLINOIS

WKRO CAIRO
WGN CHICAGO
WJPF HERRIN
WIRL PEORIA
WCVS SPRINGFIELD

INDIANA

WBIW BEDFORD
WKJG FORT WAYNE
WIBC INDIANAPOLIS
WASK LAFAYETTE
WSAL LOGANSPORT
WAOV VINCENNES

IOWA

KCRG CEDAR RAPIDS
KROS CLINTON
KSTT DAVENPORT
KDEC DECORAH
KIOA DES MOINES
WDBQ DUBUQUE
KVFD FORT DODGE
KFJB MARSHALLTOWN
KRIB MASON CITY
KBIZ OTTUMWA
KFNF SHENANDOAH
KTRI SIOUX CITY
KICD SPENCER
KWWL WATERLOO

KANSAS

KTSW EMPORIA
KIUL GARDEN CITY
KSAL SALINA
KTOP TOPEKA
KAKE WICHITA

KENTUCKY

WLBJ BOWLING GREEN
WCTT CORBIN
WCPM CUMBERLAND
WFKY FRANKFORT
WHLN HARLAN
WKIC HAZARD
WSON HENDERSON
WVLK LEXINGTON
WGRC LOUISVILLE
WFTM MAYSVILLE
WOMI OWENSBORO
WSIP PAINTSVILLE
WPKE PIKEVILLE
WPKY PRINCETON
WSFC SOMERSET

LOUISIANA

WAFB BATON ROUGE
KLFY LAFAYETTE
KAOK LAKE CHARLES
KLIC MONROE
KANE NEW IBERIA
WNOE NEW ORLEANS
KSLO OPELOUSAS
KRUS RUSTON
KENT SHREVEPORT

MAINE

WFAU AUGUSTA
WIDE BIDDEFORD
WCOU LEWISTON-AUBURN
WPOR PORTLAND

MARYLAND

WCBM BALTIMORE
WCEM CAMBRIDGE
WDYK CUMBERLAND
WJEJ HAGERSTOWN
WBOC SALISBURY

MASSACHUSETTS

WNAC BOSTON
WALE FALL RIVER
WEIM FITCHBURG
WHAI GREENFIELD
WHYN HOLYOKE
WLLH LOWELL-LAWRENCE
WNBH NEW BEDFORD
WBRK PITTSFIELD
WOCB WEST YARMOUTH
WORC WORCESTER

MICHIGAN

WATZ ALPENA
WBCK BATTLE CREEK
WATT CADILLAC
CKLW DETROIT
WDBC ESCANABA
WBBC FLINT
WHDF HOUGHTON
WIKB IRON RIVER
WJMS IRONWOOD
WKHM JACKSON
WDMJ MARQUETTE
WKNK MUSKEGON
WMBN PETOSKEY
WHLS PORT HURON
WSGW SAGINAW-BAY CITY
WTCM TRAVERSE CITY

MINNESOTA

KAUS AUSTIN
KBUN BEMIDJI
KLIZ BRAINERD
WREX DULUTH
WEVE EVELETH
KSUM FAIRMONT
KGDE FERGUS FALLS
KBZY GRAND RAPIDS
KMHL MARSHALL
WLOL MINNEAPOLIS-ST. PAUL
KVOX MOORHEAD
KWAD WADENA

MISSISSIPPI

WLOX BILOXI-GULFPORT
WJMB BROOKHAVEN
WROX CLARKSDALE
WCJU COLUMBIA
WCBI COLUMBUS
WCMA CORINTH
WJPR GREENVILLE
WNAG GRENADA
WRBC JACKSON
WLAU LAUREL
WMOX MERIDIAN
WELO TUPELO
WQBC VICKSBURG
WROB WEST POINT
WAZF YAZOO CITY

MISSOURI

KrVS CAPE GIRARDEAU
KFMO FLAT RIVER
KHMO HANNIBAL-QUINCY
KWOS JEFFERSON CITY
WMBH JOPLIN
WHB KANSAS CITY
KLWT LEBANON
KXEO MEXICO
KFEQ ST. JOSEPH
KWK ST. LOUIS
KDRO SEDALIA
KICK SPRINGFIELD

MONTANA

KBMY BILLINGS
KOPR BUTTE
KMON GREAT FALLS
KOJM HAVRE
KCAP HELENA
KXLO LEWISTOWN
KPRK LIVINGSTON
KRJF MILES CITY
KIYI SHELBY
KGCX SIDNEY

NEBRASKA

KWBE BEATRICE
KFGT FREMONT
KHAS HASTINGS
KGFW KEARNEY
KOLN LINCOLN
KBRL McCOOK
KBON OMAHA
KNEB SCOTTSBLUFF

NEVADA

KELK ELKO
KRAM LAS VEGAS
KATO RENO

NEW HAMPSHIRE

WLNH LACONIA
WHEB PORTSMOUTH

NEW JERSEY

WMID ATLANTIC CITY

NEW MEXICO

KALG ALAMAGORDO
KVER ALBUQUERQUE
KSVP ARTESIA
KICA CLOVIS
KWEW HOBBS
KOBE LAS CRUCES
KFUN LAS VEGAS
KRTN RATON
KGFL ROSWELL
KTNM TUCUMCARI

NEW YORK

WROW ALBANY
WMBO AUBURN
WBTA BATAVIA
WKOP BINGHAMTON
WEBR BUFFALO
WENY ELMIRA
WLEA HORNELL
WJOC JAMESTOWN
WKNY KINGSTON
WLFH LITTLE FALLS
WICY MALONE
WOR NEW YORK
WSLB OGDENSBURG
WDOS ONEONTA
WIRY PLATTSBURG
WVET ROCHESTER
WKAL ROME-UTICA
WNDR SYRACUSE
WATN WATERTOWN

NORTH CAROLINA

WWNC ASHEVILLE
WATA BOONE
WPNF BREVARD
WBBB BURLINGTON
WIST CHARLOTTE
WSSB DURHAM
WCNC ELIZABETH CITY
WIFM ELKIN
WFNL FAYETTEVILLE
WGBG GREENSBORO
WGTC GREENVILLE
WHNC HENDERSON
WHKP HENDERSONVILLE
WJNC JACKSONVILLE
WLOE LEAKSVILLE
WJRI LENOIR
WTSB LUMBERTON
WMNC MORGANTON
WSYD MT. AIRY
WHIT NEW BERN
WNNC NEWTON
WRAL RALEIGH
WCBT ROANOKE RAPIDS
WSTP SALISBURY
WOHS SHELBY
WEEB SOUTHERN PINES
WSIC STATESVILLE
WHCC WAYNESVILLE
WENC WHITESVILLE
WGNI WILMINGTON
WVOT WILSON
WTOB WINSTON-SALEM

NORTH DAKOTA

KGCU BISMARCK-MANDAN
KDLR DEVILS LAKE
KNOX GRAND FORKS
KLPM MINOT
KOVC VALLEY CITY

OHIO

WHKK AKRON
WATG ASHLAND
WCPO CINCINNATI
WLW CINCINNATI
WHK CLEVELAND
WHKC COLUMBUS
WONE DAYTON
WMOH HAMILTON
WIRO IRONTON
WMOA MARIETTA
WLEC SANDUSKY
WSTV STEUBENVILLE
WHHH WARREN-YOUNGSTOWN

OKLAHOMA

KWHW ALTUS
KWON BARTLESVILLE
KWCO CHICKASHA
KRHD DUNCAN
KASA ELK CITY
KGWA ENID
KOCY OKLAHOMA CITY
KHBG OKMULGEE
KBBZ PONCA CITY
KGFF SHAWNEE
KSPI STILLWATER
KAKC TULSA
KSIW WOODWARD

OREGON

KWIL ALBANY
KAST ASTORIA
KBND BEND
KOOS COOS BAY
KORE EUGENE
KUIN GRANTS PASS
KFJI KLAMATH FALLS
KPOJ PORTLAND
KRNR ROSEBURG
KSIM SALEM

PENNSYLVANIA

WRTA ALTOONA
WESB BRADFORD
WEST EASTON
WLEU ERIE
WHVR HANOVER
WCMB HARRISBURG
WAZL HAZELTON
WHUN HUNTINGDON
WCRO JOHNSTOWN
WGAL LANCASTER
WBPZ LOCK HAVEN
WKST NEW CASTLE
WKRZ OIL CITY
WIP PHILADELPHIA
KQV PITTSBURGH
WPAM POTTSVILLE
WRAW READING
WKBI ST. MARYS
WISL SHAMOKIN
WMAJ STATE COLLEGE
WJPA WASHINGTON
WBAX WILKES BARRE
WORK YORK

RHODE ISLAND

WEAN PROVIDENCE
WWON WOONSOCKET

SOUTH CAROLINA

WANS ANDERSON
WBSC BENNETTSVILLE
WUSN CHARLESTON
WGCD CHESTER
WNOK COLUMBIA
WLAT CONWAY
WGTN GEORGETOWN
WAKE GREENVILLE
WHSC HARTSVILLE
WKDK NEWBERRY
WRNO ORANGEBURG
WRHI ROCK HILL
WFIG SUMTER
WALD WALTERBORO

SOUTH DAKOTA

KDSJ DEADWOOD
KORN MITCHELL
KIHO SIOUX FALLS
KWAT WATERTOWN

TENNESSEE

WLAR ATHENS
WAGC CHATTANOOGA
WJZM CLARKSVILLE
WBAC CLEVELAND
WKRM COLUMBIA
WDSG DYERSBURG
WBEJ ELIZ-JOHNSON CITY
WEKR FAYETTEVILLE
WGRV GREENVILLE
WHBT HARRIMAN
WDXI JACKSON
WKGN KNOXVILLE
WDXE LAWRENCEBURG
WJJM LEWISBURG
WMMT McMINNVILLE
WHBQ MEMPHIS
WCRK MORRISTOWN
WMAK NASHVILLE
WATO OAK RIDGE
WHAL SHELBYVILLE
WENK UNION CITY
WCDT WINCHESTER

TEXAS

KWKC ABILENE
KBKI ALICE
KVLF ALPINE
KAMQ AMARILLO
KVET AUSTIN
KIOX BAY CITY
KTXC BIG SPRING
KHUZ BORGER
KBWD BROWNWOOD
KORA BRYAN
KCTX CHILDRESS
KUNO CORPUS CHRISTI
KWTN CRYSTAL CITY
WRR DALLAS
KSET EL PASO
KFJZ FORT WORTH
KNAF FREDERICKSBURG
KGVL GREENVILLE
KSOX HARLINGEN
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KCBD LUBBOCK
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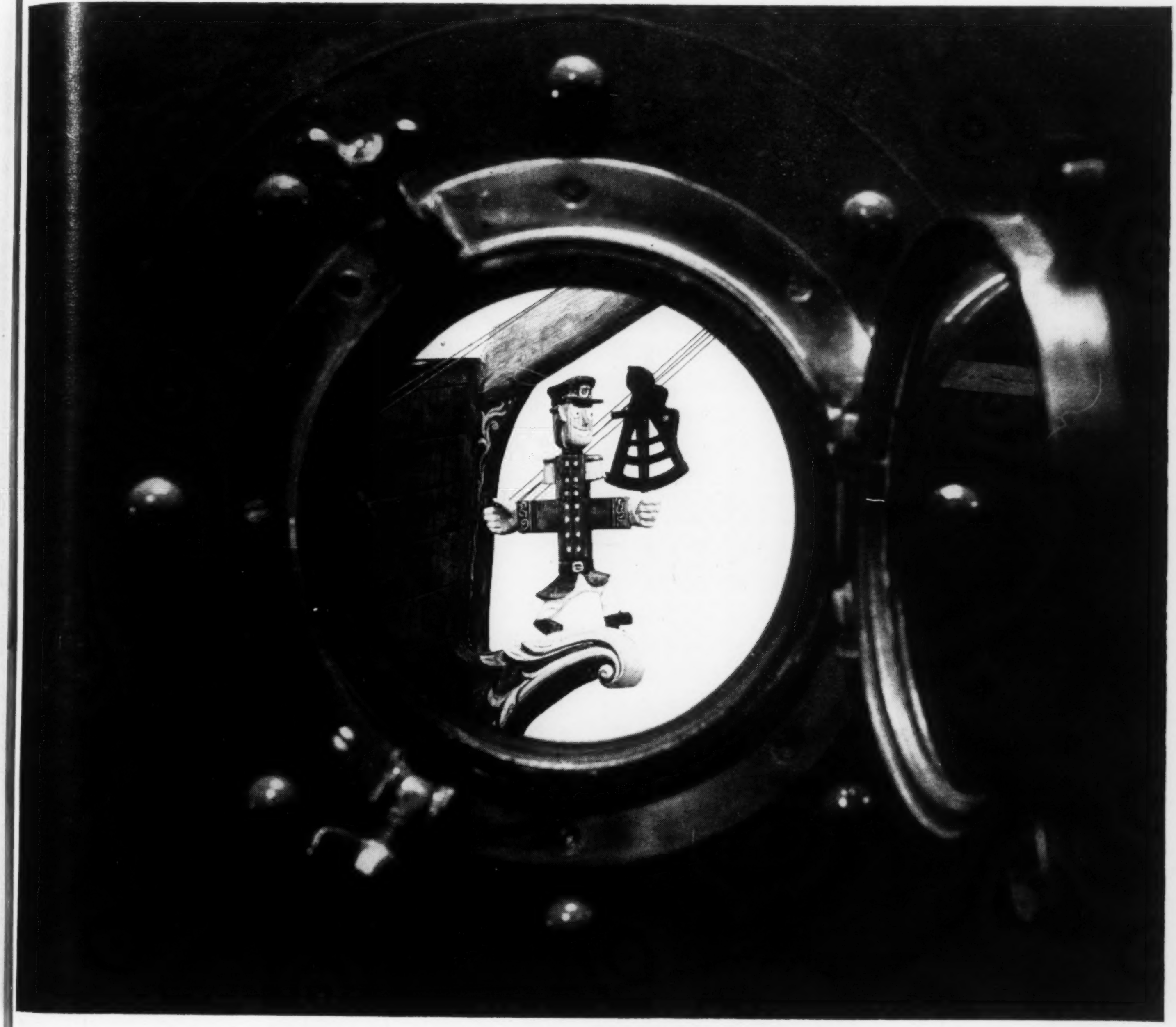

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OSCAR C. HIRSCH STATIONS—WKRO Cairo, Ill.; KFVS Cape Girardeau, Mo.; KFMO Flat River, Mo., and minority interest in KSIM Sikeston, Mo.

(Continued on page 64)

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Cornelius K. Sullivan, *Public Relations Representative*
Robert Aaron, *Public Relations Representative*

Continuity Acceptance Department

Stockton Helffrich, *Manager of Continuity Acceptance*

Information Department

Anita Barnard, *Manager of Information*

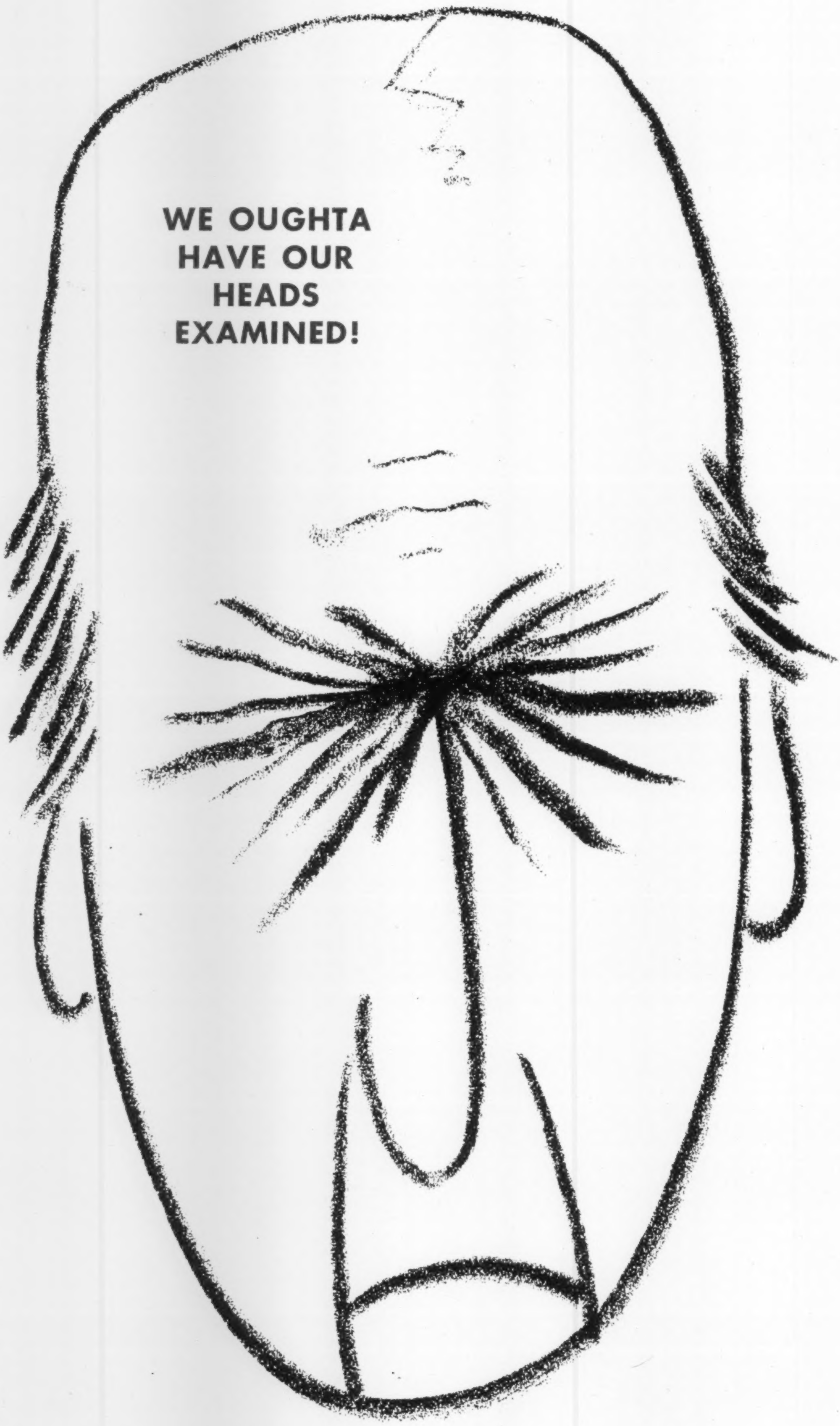
ORGANIZATION OF WASHINGTON AND HOLLYWOOD OFFICES

WASHINGTON OFFICE

Frank M. Russell, *Vice President*
George Wheeler, *Assistant Vice President*

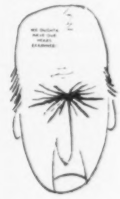
HOLLYWOOD OFFICE

John K. West, *Vice President*
Thomas McCray, *Director of Network Program Operations*
Earl H. Rettig, *Director of Finance and Operations*
Lewis S. Frost, *Director of Public Relations*


WE OUGHTA HAVE OUR HEADS EXAMINED!

We've actually got the regional coverage of a radio network...

and we haven't told You!



BLAME US

for not telling you that WLW offers complete radio coverage in all the outlying markets . . . *plus* a big bonus audience inside the TV areas!

BLAME US

for not telling you how much less you pay for WLW. Even though our coverage *is* far greater than the total of *all* the stations operating in outlying markets!

But now you know...

In WLW-Land you reach *more* people *more* often and *more effectively* through WLW. And for less money than any other radio station or combination of radio stations!

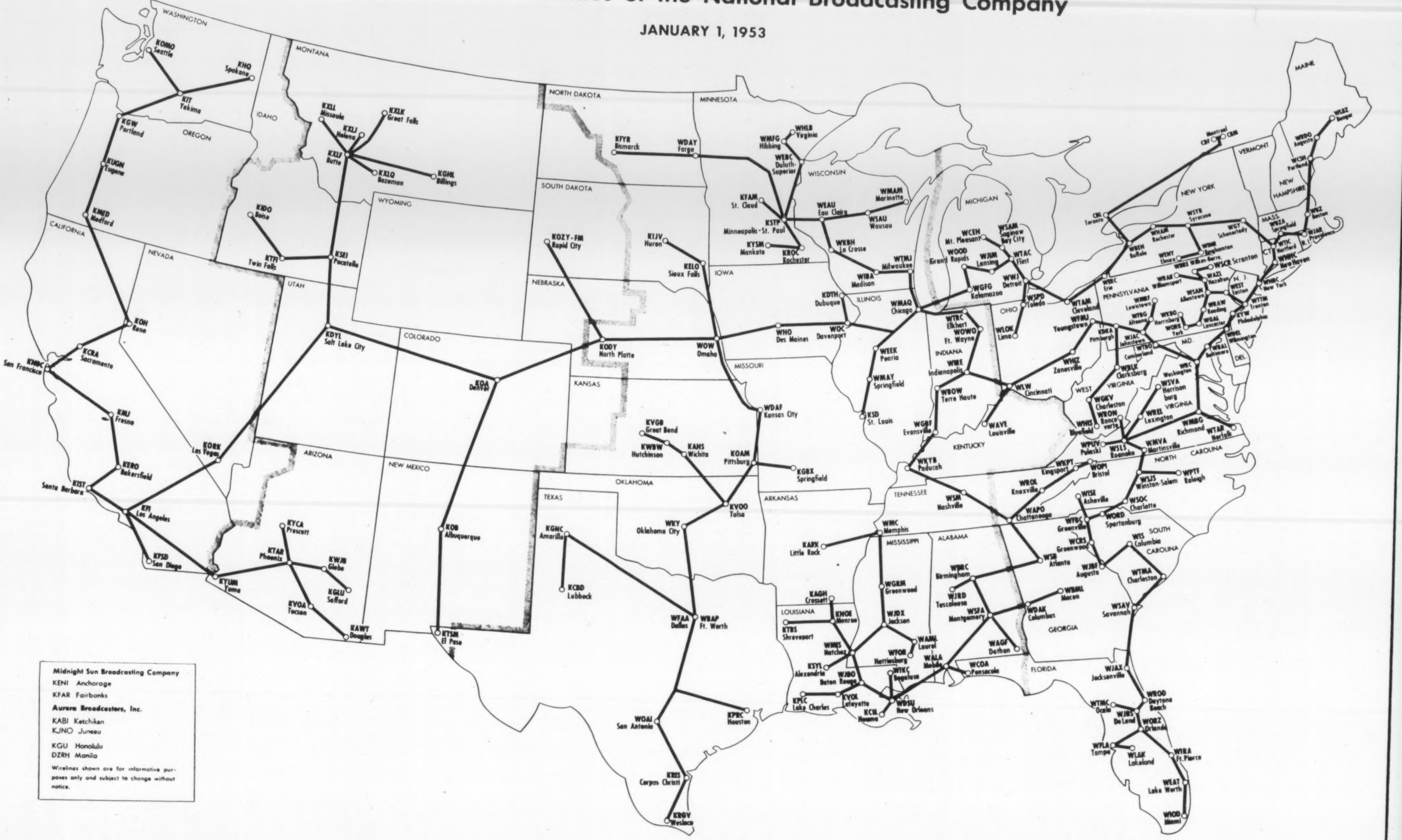
So, don't skirt television markets in WLW-Land to sink your radio appropriation into smaller outlying stations!

WLW The Nation's Station

Exclusive Sales Offices: Cincinnati, Dayton, Columbus, Chicago, New York, Hollywood.

Radio Network Facilities of the National Broadcasting Company

JANUARY 1, 1953


WASHINGTON
KOMO Seattle
KHQ Spokane
KIT Yakima
KGW Portland
OREGON
KUGN Eugene
KMED Medford
CALIFORNIA
KOH Reno
NEVADA
KNBC San Francisco
KCRA Sacramento
KMJ Fresno
KERO Bakersfield
KIST Santa Barbara
KFI Los Angeles
KFSD San Diego
KORK Las Vegas
IDAHO
KIDO Boise
KTFI Twin Falls
KSEI Pocatello
MONTANA
KXLL Missoula
KXLJ Helena
KXLK Great Falls
KXLF Butte
KXLQ Bozeman
KGHL Billings
WYOMING
UTAH
KDYL Salt Lake City
COLORADO
KOA Denver
ARIZONA
KYCA Prescott
KTAR Phoenix
KWJB Globe
KGLU Safford
KVOA Tucson
KYUM Yuma
KAWT Douglas
NEW MEXICO
KOB Albuquerque
KTSM El Paso
NORTH DAKOTA
KFYR Bismarck
WDAY Fargo
SOUTH DAKOTA
KOZY-FM Rapid City
KIJV Huron
KELO Sioux Falls
NEBRASKA
KODY North Platte
WOW Omaha
KANSAS
KVGB Great Bend
KWBW Hutchinson
KANS Wichita
KOAM Pittsburg
OKLAHOMA
WKY Oklahoma City
KVOO Tulsa
TEXAS
KGNC Amarillo
KCBD Lubbock
WFAA Dallas
WBAP Ft. Worth
WOAI San Antonio
KPRC Houston
KRIS Corpus Christi
KRGV Weslaco
MINNESOTA
WMFG Hibbing
WHLB Virginia
WEBC Duluth-Superior
KFAM St. Cloud
KSTP Minneapolis-St. Paul
KYSM Mankato
KROC Rochester
IOWA
KDTH Dubuque
WHO Des Moines
WOC Davenport
MISSOURI
WDAF Kansas City
KSD St. Louis
KGBX Springfield
ARKANSAS
KARK Little Rock
WISCONSIN
WEAU Eau Claire
WMAM Marinette
WSAU Wausau
WKBH La Crosse
WIBA Madison
WTMJ Milwaukee
ILLINOIS
WMAQ Chicago
WEEK Peoria
WMAY Springfield
MICHIGAN
WCEN Mt. Pleasant
WSAM Saginaw Bay City
WOOD Grand Rapids
WJIM Lansing
WTAC Flint
WWJ Detroit
WGFG Kalamazoo
INDIANA
WTRC Elkhart
WOWO Ft. Wayne
WIRE Indianapolis
WBOW Terre Haute
WGBF Evansville
OHIO
WSPD Toledo
WLOK Lima
WTAM Cleveland
WFMJ Youngstown
WHIZ Zanesville
WLW Cincinnati
KENTUCKY
WAVE Louisville
WKYB Paducah
TENNESSEE
WSM Nashville
WMC Memphis
WROL Knoxville
WKPT Kingsport
WOPI Bristol
WAPO Chattanooga
MISSISSIPPI
WGRM Greenwood
WJDX Jackson
WAML Laurel
WFOR Hattiesburg
WMIS Natchez
LOUISIANA
KAGH Crossett
KNOE Monroe
KTBS Shreveport
KSYL Alexandria
WJBO Baton Rouge
WIKC Bogalusa
KPLC Lake Charles
KVOL Lafayette
KCIL Houma
WDSU New Orleans
ALABAMA
WBRC Birmingham
WJRD Tuscaloosa
WSFA Montgomery
WAGF Dothan
WALA Mobile
WCOA Pensacola
GEORGIA
WSB Atlanta
WBML Macon
WDAK Columbus
WSAV Savannah
WJBF Augusta
FLORIDA
WJAX Jacksonville
WTMC Ocala
WMFJ Daytona Beach
WJBS De Land
WORZ Orlando
WFLA Tampa
WLAK Lakeland
WIRA Ft. Pierce
WEAT Lake Worth
WIOD Miami
SOUTH CAROLINA
WIS Columbia
WTMA Charleston
WORD Spartanburg
WFBC Greenville
WCRS Greenwood
NORTH CAROLINA
WISE Asheville
WSOC Charlotte
WSJS Winston-Salem
WPTF Raleigh
VIRGINIA
WPUV Pulaski
WSLS Roanoke
WMVA Martinsville
WRON Ronceverte
WREL Lexington
WSVA Harrisonburg
WMBG Richmond
WTAR Norfolk
WEST VIRGINIA
WGKV Charleston
WHIS Bluefield
WBLK Clarksburg
MD.
WRC Washington
WBAL Baltimore
DEL.
WDEL Wilmington
PENNSYLVANIA
WERC Erie
KDKA Pittsburgh
WJAC Johnstown
WTBO Cumberland
WMRF Lewistown
WFBG Altoona
WKBO Harrisburg
WORK York
WGAL Lancaster
WRAW Reading
WSAN Allentown
WEST Easton
WAZL Hazleton
WRAK Williamsport
WBRE Wilkes-Barre
WSCR Scranton
KYW Philadelphia
N. J.
WTTM Trenton
NEW YORK
CBL Toronto
Montreal CBF CBM
WBEN Buffalo
WHAM Rochester
WSYR Syracuse
WGY Schenectady
WENY Elmira
WNBF Binghamton
WNBC New York
CT
WTIC Hartford
WNHC New Haven
MASS.
WBZA Springfield
WBZ Boston
R. I.
WJAR Providence
VERMONT
NEW HAMPSHIRE
MAINE
WCSH Portland
WRDO Augusta
WLBZ Bangor

Midnight Sun Broadcasting Company

KENI Anchorage

KFAR Fairbanks

Aurora Broadcasters, Inc.

KABI Ketchikan

KJNO Juneau

KGU Honolulu

DZRH Manila

Wirelines shown are for informative purposes only and subject to change without notice.

Should an advertising medium accept responsibility for merchandising your campaigns?

The answer is a matter of simple economics . . .

As a business organization, NBC thinks as you must think—*in terms of your total advertising effort,* and the sales it must produce.

NBC knows that when your business prospers, network radio and television will gain accordingly.

From this philosophy— a unique merchandising service

Because NBC accepts the relationship between its own business health and the value you get from each advertising dollar you spend, it has set up an unusual merchandising service. No other is vaguely comparable.

1. It merchandises *all* your advertising, in any media, anywhere.
2. It is tailor-made to your individual needs. NBC has no pat solution to fit all problems.
3. It is planned at local market levels. Twelve district merchandising managers—operating in the field—and all NBC cooperating affiliated stations are your local agents, to merchandise your campaign.

Specifically, NBC's Merchandising Department will help you get *distribution* in problem areas. It will place *displays,* make *spot checks* and *surveys,* function as a *troubleshooter.* It will help *train* your salesmen—and those of your *distributors* or *wholesalers.* It is ready at any time to help make your advertising dollar go farther.

NBC Merchandising is *free* to radio-TV advertisers, with such special materials as you may need supplied at cost.

Not only unique but the first in its field

When introduced, NBC Merchandising was the first such service offered in network radio—truly national, and with proved effect.

It helped a proprietary maker sell 233,000 cook books in a special offer, increased sales of a major beer in supermarkets, got better shelf position for a well-known laxative, moved a nationally advertised toothpaste into food stores.

And now, because even powerful TV is more effective when properly merchandised, NBC has extended this same service to television. Another first.

Case histories show how NBC Merchandising can make advertising dollars—in any media—work overtime to produce more sales. We have the evidence. A letter or phone call will bring it to your door.

How many of these services can you use?...

—all are based on recent NBC case histories

SALES INCREASES through working with wholesalers to secure intensive backing, by salesmen, of special drives.

CONTEST HELP by rallying retailers to enthusiastic support of contest. Increased use of point-of-sale material.

PROMOTIONAL SUPPORT through working with distributors to build dealer support.

TRAINING AIDS for sales forces on merchandising the impact of a new show to customers.

GAINING DISTRIBUTION through indoctrination of sales forces in fields new to them.

MERCHANDISING SHORT-TERM CAMPAIGNS by lining up dealer promotional support through zone managers.

ASSISTANCE AT SALES MEETINGS by presentations on the power of a company's advertising program.

FIELD CHECKS to determine the impact of a broadcast at the retail level.

The services already given to NBC advertisers can be equally helpful to you. NBC Merchandising will be glad to develop a tailor-made plan suited to your advertising and sales campaigns.

NATIONAL BROADCASTING COMPANY

a service of Radio Corporation of America

XUM

Standard Contract Form

(Recommended by NARTB-AAAA)

STANDARD CONDITIONS
Governing Contracts for Spot Broadcasting, Adopted 1946 by National Association of Broadcasters

1. PAYMENT

(a). The advertiser agrees to pay, and the broadcasting station agrees to hold the advertiser solely liable for payment for the broadcasts covered by this contract, unless expressly otherwise agreed in writing.

(b). The advertiser agrees to pay for broadcasts covered by this contract, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this contract; or, when cash discount is allowed but payment date not specified on the face of the contract, on the fifteenth of the month following.

(c). In all cases date of payment is material and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

(d). Station's invoices for broadcasts covered by this contract shall be in accordance with the station's log and shall so state on each such invoice, and shall be deemed to be correct unless proved otherwise.

(e). Invoices should be rendered not less than monthly.

(f). Upon request of the agency, affidavits or certifications of performance are to be furnished by the station to the advertiser at the time of billing. Unless requested prior to billing, the request for and the furnishing of such affidavits or certifications shall not act as a condition precedent to the payment or the time of any payment called for hereunder.

(g). The station reserves the right to cancel this contract at any time upon default by the advertiser in the payment of bills, or other material breach on the part of the advertiser of any of the conditions herein; and upon such cancellation all broadcasting done hereunder and not paid shall become immediately due and payable. In case of delinquency in payment, due in the opinion of the station to impaired credit or if the station believes reasonably that the advertiser's credit has been impaired, the station shall have the right to change the requirements as to the terms of payment for further broadcasts under this contract as it may see fit, by giving the advertiser written notice addressed to the advertiser's last known business address.

In the event of a cancellation by reason of a material breach by the advertiser, the advertiser shall pay to the station, as liquidated damages, a net sum equal to the actual out-of-pocket cost to the station incurred through the cancellation of this contract, together with the amount owing at the earned rate, for broadcasts performed hereunder prior to such cancellation.

(h). In even of a cancellation by reason of a material breach by station, the station shall pay to the advertiser, as liquidated damages, a net sum equal to the actual out-of-pocket cost to the advertiser incurred through cancellation of the contract.

2. TERMINATION AND RENEWAL

(a). This contract may be terminated by either party by giving the other twenty-eight (28) days' prior written notice; provided that no such notice shall be effective until twenty-eight (28) days after start of broadcasts heneunder. It is provided further that this contract insofar as it covers broadcasts of less than five minutes duration, may be terminated by either party giving the other fourteen (14) days' prior written notice, but no such notice shall be effective until fourteen (14) days after the start of broadcasts hereunder. If advertiser so terminates this contract, it will pay station at earned rate according to station's rate card on which this contract is based. If station so terminates this contract, advertiser will then either agree with station on a satisfactory substitute day or time for continuance of broadcasts covered by this contract at the card rates on which this contract is based for such substitute time, or, if no such agreement can be reached, advertiser will pay station according to the rates specified herein for all broadcasts previously rendered by station; that is, the advertiser shall have the benefit of the same discounts which the advertiser would have earned had it been allowed to complete the contract. In the event of termination hereunder, neither party shall be liable to the other party otherwise than as specified in this paragraph, and in paragraph 6 hereof.

(b). The broadcast time (or times) covered by this contract may be renewed by advertiser provided there is no interruption in the continuity of the broadcasts, by giving the station twenty-eight (28) days' written notice prior to the expiration of this contract or any extension thereof. It is agreed further that this contract, insofar as it covers broadcasts of less than five minutes duration, provided there is no interruption in the continuity of the broadcasts, may be renewed by advertiser giving the station fourteen (14) days' written notice prior to the expiration of this contract or any extension thereof. Failure to exercise this option to renew within the time and in the manner provided voids all advertiser's rights to such renewal.

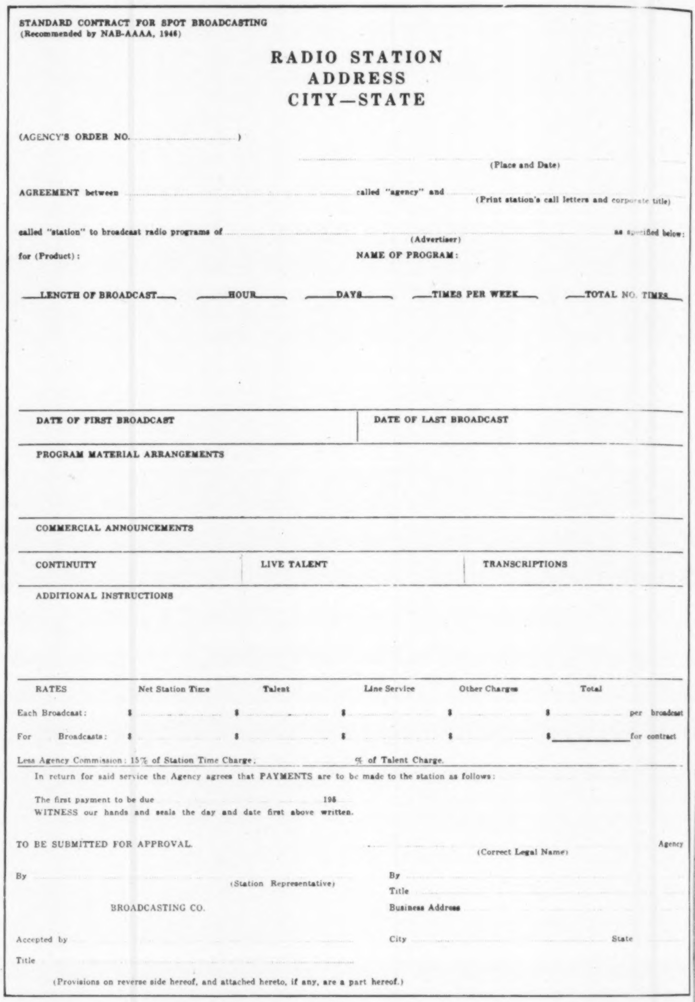
3. INABILITY TO BROADCAST

(a). Should the station, due to public emergency or necessity, legal restrictions, labor disputes, strikes, boycotts, secondary boycotts, Acts of God (whether or not such Acts of God have occurred frequently or habitually or are of a common or seasonal occurrence in the general locality of such broadcasting), or for any other reason, including but not restricted to mechanical breakdowns, beyond the control and without the fault of the station, provided that station has taken reasonable precautions against their recurrence, be unable to broadcast any or a part of any of the advertiser's broadcasts at the time specified, the station shall not be liable to advertiser except to the extent of allowing in such case: One (1), a prorata reduction in the time charges hereunder, or two (2), if an interruption occurs during the commercial announcement portion of any broadcast, a credit to advertiser in the same proportion to the total station charges which the omitted commercial portion bears to the total commercial portion of the broadcast, it being mutually agreed that station shall credit advertiser on whichever basis is more favorable to advertiser. In the event of such omission, station will, upon advertiser's request, make a suitable courtesy announcement as to such omission. Such omission or interruption shall not affect rates of discount; that is, the advertiser shall have the benefit of the same discount which the advertiser would have earned had it been allowed to complete the broadcasts omitted.

4. SUBSTITUTION OF PROGRAMS OF PUBLIC IMPORTANCE OR IN THE PUBLIC INTEREST

(a). The station shall have the right to cancel any broadcast or any portion thereof covered by this contract in order to broadcast any program which in its absolute discretion it deems to be of public im

(Continued on page 54)



STANDARD CONTRACT FOR SPOT BROADCASTING
(Recommended by NAB-AAAA, 1946)

RADIO STATION
ADDRESS
CITY—STATE

(AGENCY'S ORDER NO. ....)

.... (Place and Date)

AGREEMENT between .... called "agency" and .... (Print station's call letters and corporate title)

called "station" to broadcast radio programs of .... (Advertiser) as specified below:

for (Product): NAME OF PROGRAM:

LENGTH OF BROADCAST ___ HOUR ___ DAYS ___ TIMES PER WEEK ___ TOTAL NO. TIMES ___

DATE OF FIRST BROADCAST | DATE OF LAST BROADCAST

PROGRAM MATERIAL ARRANGEMENTS

COMMERCIAL ANNOUNCEMENTS

CONTINUITY | LIVE TALENT | TRANSCRIPTIONS

ADDITIONAL INSTRUCTIONS

RATES	Net Station Time	Talent	Line Service	Other Charges	Total	
Each Broadcast:	$	$	$	$	$	per broadcast
For Broadcasts:	$	$	$	$	$	for contract

Less Agency Commission: 15% of Station Time Charge; ____ % of Talent Charge.

In return for said service the Agency agrees that PAYMENTS are to be made to the station as follows:

The first payment to be due 195

WITNESS our hands and seals the day and date first above written.

TO BE SUBMITTED FOR APPROVAL. .... (Correct Legal Name) Agency

By .... (Station Representative)

BROADCASTING CO.

By ....

Title ....

Business Address ....

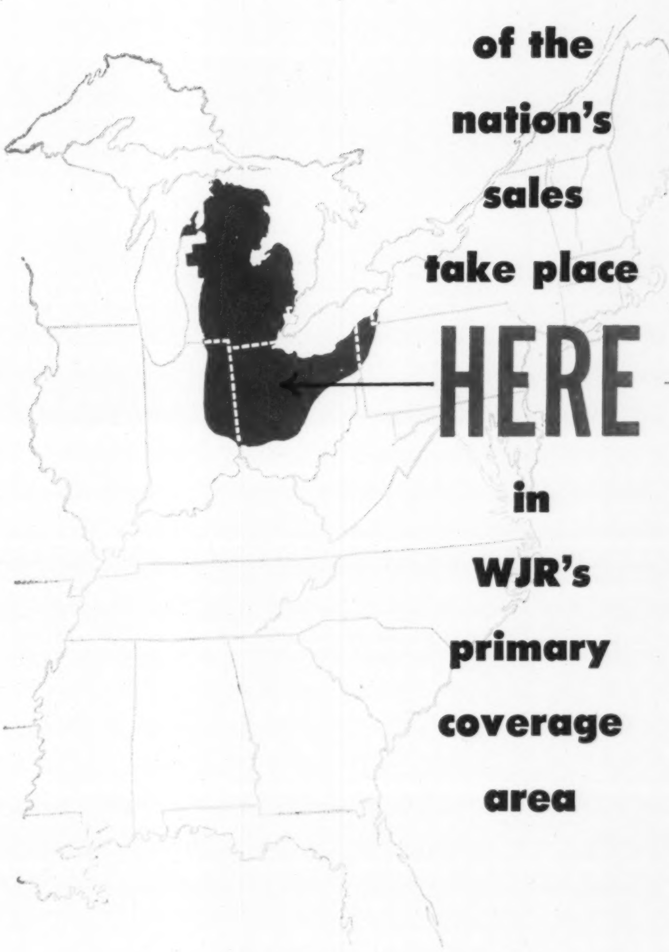
Accepted by ....

City .... State ....

Title ....

(Provisions on reverse side hereof, and attached hereto, if any, are a part hereof.)

almost 10% of the nation's sales take place HERE in WJR's primary coverage area



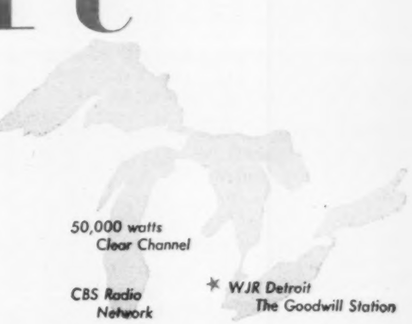
W J R ... the **GREAT VOICE** *of the* **GREAT LAKES**

WJR MARKET DATA

(Primary Coverage Area)

		% of U.S. Total
Population	12,601,300	8.3
Radio Homes	3,784,170	8.1
Retail Sales	$13,613,431,000	9.3
Food Sales	$ 3,266,766,000	9.4
Drug Sales	$ 464,447,000	10.3
Filling Station Sales	$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2

Almost 10% of the total U. S. (national) sales are made within WJR's primary signal area. Get your share of sales in this rich market. When you set your budgets and plan your schedules, use WJR, the *only single medium* that reaches this entire market EFFECTIVELY AND ECONOMICALLY! Contact WJR or your Christal representative today!



FREE SPEECH

Radio—America's Greatest Advertising Medium

WJR, Fisher Building, Detroit 2, Michigan
WJR Eastern Offices: 665 Fifth Avenue, New York 22, N. Y.
Represented nationally by the Henry I. Christal Company
Canadian representatives: Radio Time Sales, (Ontario) Ltd.

Standard Contract

(Continued from page 52)

portance or in the public interest. In any such case the station will notify advertiser in advance, if reasonably possible, but, in any case, within a reasonable time after such broadcast, that the advertiser's broadcast has been cancelled.

(b). In the case of any broadcast cancelled under Paragraph 4(a) above, the advertiser and the station will agree on a satisfactory substitute day and time for the broadcast or, if no such agreement can be reached within a reasonable time, the broadcast will be considered as cancelled without affecting the rates, discounts, or rights provided under this contract, except that the advertiser shall not be required to pay for the cancelled broadcast, unless required by Paragraph 4(c).

(c). In the event of a cancellation of a broadcast of five minutes or more, under Paragraph 4(a): If such a broadcast is displaced by any broadcast of public importance or in the public interest, and a substitute time is not agreed upon as provided in 4(b) above, the station shall pay to the advertiser only the amount represented by the non-cancellable net cost of live talent, incurred by virtue of, and resulting directly from, such cancellation, but which amount shall not exceed the net time charges (gross, less earned time discounts) for the station time involved in the cancellation.

5. TIME RATES

(a). It is agreed that the time rate named in this contract is the lowest rate made by the station for like broadcasts and that if at any time during the life of this contract the station makes a lower rate for like broadcasts, this contract shall be completed at such lower rate from that date.

(b). All time rates shall be published by the station. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished advertiser if requested in writing so to do.

(c). Except as otherwise agreed to in writing, if this contract is continued, without interruption within the control of the advertiser beyond the time specified herein, the additional broadcasts shall be considered a part of this contract and the same time rate shall apply until any lower rates, prevailing at the time this contract was made, shall have been earned; and then such lower time rate shall apply to the whole contract. This provision shall not, however, cover a broadcast later than one year from the date of the first broadcast.

(d). In the event of revision of station rates or discounts, any continuous broadcasts under this contract may be extended at the rates and discounts herein shown without penalty of short rate or loss of discounts on previous broadcasts hereunder for a period of not more than fifty-two (52) weeks from the effective date of such revision.

(e). In the event the advertiser contracts with the station for additional broadcast time, the time rates and discounts shown on the rate card on which this contract is based shall apply to such additional time for a period of fifty-two (52) weeks from the effective date of any revision of station time rates or discounts.

(f). All broadcasts placed with station for the advertiser for consecutive broadcasting within one year from the date of the first broadcast hereunder shall be combined for the purpose of calculating the total amount of frequency discounts earned, provided, however, that announcements cannot be so combined with five (5) minute or longer programs.

6. BROADCASTS

(a). The contract for station time includes the services of the technical staff and of a regular staff announcer. Other talent and service charges, if any, are covered in this contract and such charges are subject to change by the advertiser with the consent of the station.

(b). Broadcasts prepared by the advertiser are subject to the approval of the station both as to artists and to broadcast content.

(c). If the station has not received material for any broadcast at least 96 hours in advance of broadcast time, the station shall notify the advertiser by collect telegram. Should the station fail to receive material for such broadcast at least 72 hours in advance of broadcast time, the station shall have the right to produce a substitute broadcast, making its regular charges for time and a reasonable charge for talent used, and, unless otherwise instructed by advertiser, announcing the name, address and business of the advertiser.

(d). Except as otherwise hereinafter expressly provided, the advertiser will hold and save the station harmless against all liability for libel, slander, illegal competition or trade practice, infringement of trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of the broadcasts herein provided in the form furnished by the advertiser. The station agrees, however, to hold and save the advertiser harmless against all such liability where the broadcasts are prepared and produced both as to artists and broadcast content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished by the advertiser. Station will hold and save advertiser harmless against all such liability with respect to music on station-built broadcasts. Station will hold and save advertiser harmless against all such liability with respect to music on advertiser-built broadcast, provided such music has been cleared and approved for broadcasting by a licensor designated by the station. Advertiser will hold and save station harmless against all such liability with respect to music on advertiser-built broadcasts if such music has not been cleared and approved for broadcasting by a licensor designated by the station.

(e). The provisions of Paragraph 6(d) shall survive any cancellation or termination of this contract.

7. GENERAL

(a). This contract is subject to the terms of licenses held by the station and is subject also to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future, including the Rules and Regulations of the Federal Communications Commission made in pursuance of its quasi-legislative powers and its decisions and actions and orders when acting in its quasi-judicial capacity.

(b). This contract, including the rights under it, may not be assigned or transferred without first obtaining the consent of the station in writing; nor may the station be required to broadcast hereunder for the benefit of any other advertiser than the one named on the face of the contract.

(c). The station shall not be required to broadcast hereunder for any other products than the ones named in the contract, without first obtaining the approval of the station so to do in writing.

(d). In dealing with advertisers, the station shall follow a uniform policy to avoid discrimination.

(e). All requests by the advertiser for the station to receive and handle mail, cables, telegrams or telephone calls, in connection with the broadcasts under this contract, must have the prior approval of the station and, if approved, the said communications will be received and handled at the sole risk of the advertiser, and the advertiser shall reimburse the station for all of the expense incurred by it in connection with the handling of such matters.

(f). Any broadcast material or any other material, information or property of whatever nature or kind, to be received and handled by the station, must have the prior approval of the station and, if approved, will be received and handled at the sole risk of the advertiser, and the advertiser shall reimburse the station for all of the expense incurred by it in connection with the handling of such matters.

(g). The failure of the station or of the advertiser to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

(h). The advertiser agrees that the station may deduct from any period of five minutes or longer not more than thirty seconds for station-break purposes.

Radio & TV Sets Made in 1952

Preliminary Estimate by Radio-Television Mfrs. Assn., covering member and non-member companies.

	Television	*Home Radios*	*Portables*	*Auto*	*Clock*	*Total Radio*
January	404,933	288,723	68,433	195,147	80,152	632,455
February	409,337	312,705	72,866	267,779	106,103	759,453
Mar. (5 wks.)	510,561	357,689	99,720	343,314	175,169	975,892
April	322,787	286,164	110,529	275,250	176,003	847,946
May	309,375	288,927	128,351	215,478	115,588	748,344
June (5 wks.)..	361,152	297,669	205,186	246,909	124,489	874,253
July	198,921	203,868	81,353	95,220	61,295	441,736
August	397,769	235,728	105,006	94,315	108,753	543,802
Sept. (5 wks.) .	755,665	324,786	126,666	230,706	183,496	865,654
October	724,117	314,459	113,552	163,494	180,841	772,346
November* ..	803,347	366,877	139,561	167,118	172,078	845,634
Dec. (6 wks.)** (preliminary)	801,946	324,175	116,085	306,139	146,309	892,708
Total.....	6,000,001	3,601,770	1,367,308	2,600,869	1,630,276	9,200,223

* Preliminary

** Estimated

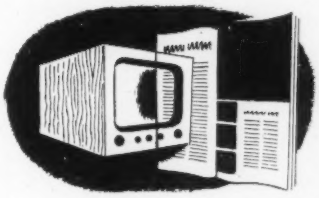
XUM

A significant new name in broadcasting

MEREDITH

The name MEREDITH and the word SERVICE are synonyms in the magazine world. Because the Meredith Publishing Company publishes *Better Homes & Gardens* and *Successful Farming*—two of the nation's leading magazines, both built on the sound philosophy of serving the American family's ambitions for better homes and a better way of life.

You'll find Meredith stations following that 50-year-old Meredith tradition of *service*, too! A tradition which extends to serving Meredith advertisers, genuinely trying to help them get maximum value from their advertising dollars.



When you see these call letters: It's "A Meredith Station."

WHEN·TV *Syracuse, N. Y.* WOW *and* WOW·TV *Omaha, Nebr.*

KPHO *and* KPHO·TV *Phoenix, Ariz.*

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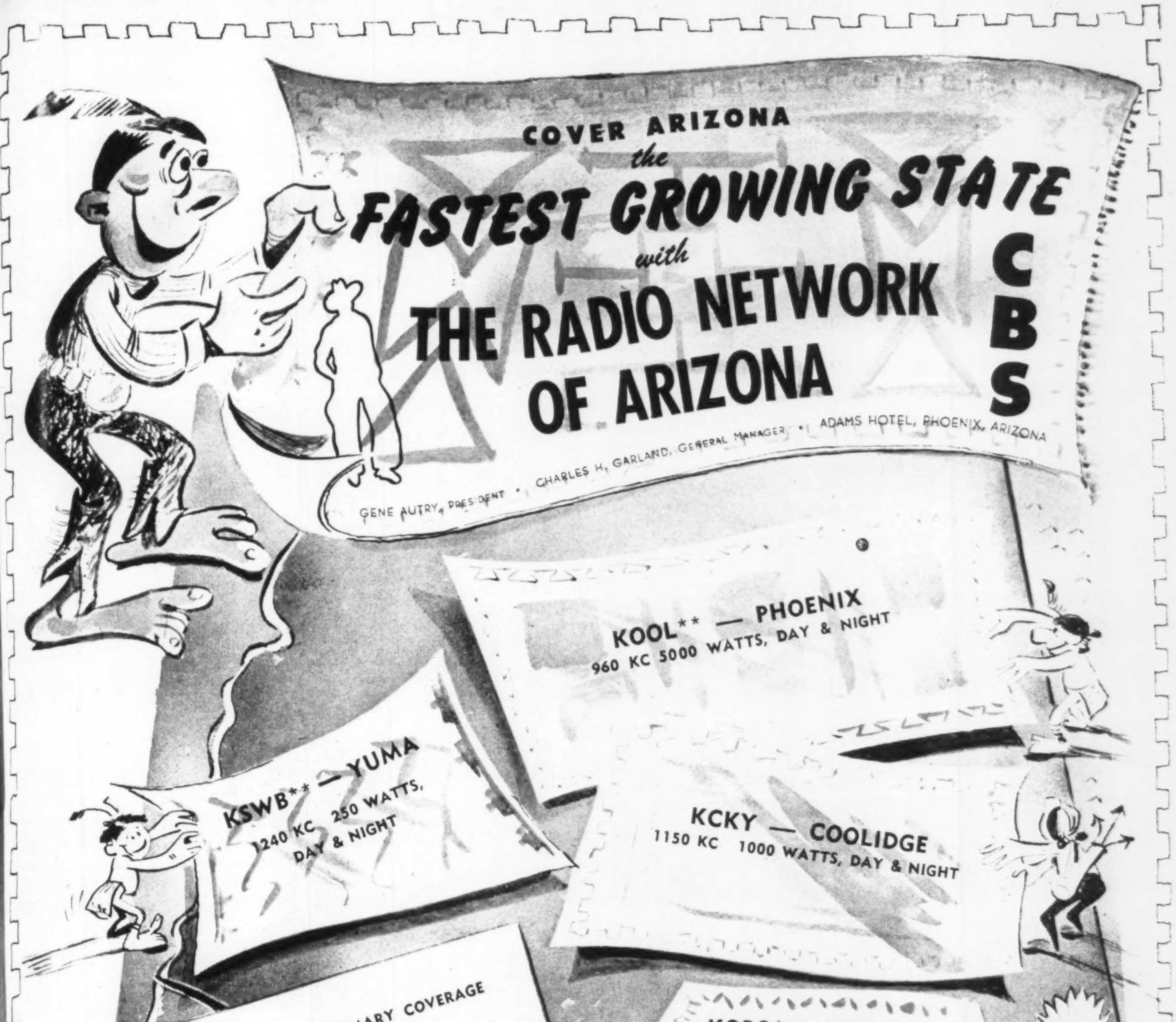
WOW-TV represented by Blair-TV, Inc.

Unions and Labor Groups Affecting Radio

Name of Organization	Address and Telephone No.	Executives
	AMERICAN FEDERATION OF LABOR (AFL) (Headquarters: 901 Massachusetts Ave., N.W., Washington, D. C. Tel.: NAtional 8-3870) Pres.: George Meany	
American Federation of of Musicians (AFM) (Headquarters)	570 Lexington Ave. New York City Tel.: PLaza 8-0600	James C. Petrillo, Pres. C. L. Bagley, V.P. Leo Cluesmann, Secy. Harry J. Steeper, Treas.
New York Local 802	570 Lexington Ave. New York City Tel.: PLaza 8-0600	Al Manuti, Pres. Al Knopf, V.P. Charles R. Iucci, Secy. Hy Jaffe, Treas.
Chicago Local 10	175 W. Washington Blvd. Chicago, Ill. Tel.: STate 2-0063	James C. Petrillo, Pres. Edward Bankert, Rec. Secy.
American Federation of Musicians Mutual Protective Assn. Local 47	817 N. Vine St. Hollywood 28, Calif. Tel.: HUdson 2-2161	John Te Groen, Pres. Phil Fischer, V.P. & Radio-TV Rep.
Associated Actors & Artists of America	45 W. 47th St. New York City Tel.: PLaza 7-7660	Paul Dullzell, Pres.
	*Organizations Affiliated With AAAA**	
Actors Equity Assn.* (Headquarters)	45 W. 47th St. New York City Tel.: PLaza 7-7660	Ralph Bellamy, Pres. Angus Duncan, Exec. Secy.
(Other Offices)	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: HUdson 2-2334	Charles Meredith, Los Angeles Rep.
American Federation of Television & Radio* Artists (AFTRA)	15 W. 44th St. New York 17, N. Y. Tel.: VAnderbilt 6-1810	Knox Manning, Chrmn. Lawrence Tibbett, Co-Chrmn. George Heller, Natl. Exec. Secy.
(Other Offices)	6331 Hollywood Blvd. Hollywood 28, Calif. Tel.: HIllside 5125	Claude L. McCue, Western Reg. Dir.
	102 Hubbard St. Chicago, Ill. Tel.: DElaware 7-7017	Ray Jones, Exec. Secy.
American Guild of Musical Artists* (Headquarters)	276 W. 43rd St. New York City Tel.: LOngacre 5-7508	Lawrence Tibbett, Pres. Hyman Faine, Exec. Secy.
(Other Offices)	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: HUdson 2-2334	
America Guild of Variety Artists* (Headquarters)	1697 Broadway New York City Tel.: CIrcle 6-7130	Bob Hope, Pres. Jackie Bright, 1st V.P. Red Buttons, 2d V.P. Jerry Wayne, Natl. Adm. Secy.
(Other Offices)	6758 Hollywood Blvd. Hollywood 28, Calif. Tel.: HIllside 8281	Edward Rio, Western Reg. Dir.
Chorus Equity Assn.*	70- 7th Ave. New York City Tel.: CIrcle 5-6054	Clarence Derwent, Pres. Paul Dullzell, Chrmn. Exec. Comm.
	(End AAAA-affiliated groups)	
Screen Actors Guild (SAG) (Headquarters)	7046 Hollywood Blvd. Hollywood 28, Calif. Tel.: HOllywood 9-7311	Walter Pidgeon, Pres. John L. Dales Jr., Natl. Exec. Secy.
(Other Offices)	67 W. 44th St. New York 36, N. Y. Tel.: MUrray Hill 7-4623	Mrs. Florence Marston, Eastern Rep.
Local 2	32 W. Randolph St. Chicago, Ill. CEntral 6-6466	Charles Howard, Bus. Mgr.
Local 110	188 W. Randolph St. Chicago, Ill. CEntral 6-4582	Eugene Atkinson, Bus. Mgr.
Local 666	327 S. LaSalle St. Chicago, Ill. WEbster 9-7440	William H. Strafford, Bus. Mgr.
Screen Extras Guild	723 N. Western Ave. Los Angeles 29, Calif. Tel.: HOllywood 1-9301	Richard Gordon, Pres. H. O'Neil Shanks, Exec. Secy.
International Alliance of Theatrical Stage Employes & Moving Picture Operators (IATSE) (Headquarters)	1270 6th Ave. New York City Tel.: CIrcle 5-4370	Richard Walsh, Pres. William Raoul, Secy.-Treas.
(Other Offices)	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: GLadstone 3117	Roy M. Brewer, International Rep.
	102 E. Hubbard St. Chicago, Ill. Tel.: DElaware 7-7017	Raymond Jones, Rep.
International Brotherhood of Electrical Workers (IBEW) Headquarters	1200 15th St., N.W. Washington, D. C. Tel.: Columbia 5-8040	D. W. Tracy, Pres. J. Scott Milne, Secy. Albert Hardy, International Rep., Bsct. Recording
Local 1220	400 N. Michigan Ave. Chicago, Ill. Tel.: SUperior 7-5244	H. Walter Thompson, Pres.
Broadcast-Television Recording Engineers Local 45 (IBEW)	1584 Cross-Roads-of-the-World Hollywood 28, Calif. Tel.: GLadstone 3129	George A. Mulkey, International Rep.
Local 202	450 Harrison St. San Francisco 5, Calif. Tel.: YUkon 2-6752	Jack Dunn, Bus. Mgr.
Office Employes' International Union Local 174 (OEIU)	7268½ Sunset Blvd. Hollywood 46, Calif. Tel.: GRanite 9178	Leroy Patterson, Local Pres. Max Krug, Bus. Rep.
Radio-Television Directors Guild (RTDG) (International Office)	114 E. 52d St. New York 22, N. Y. Tel.: PLaza 9-0949	Dick Mack, Internat'l Pres. Oliver W. Nicoll, 1st Internat'l V.P. Newman Barnett, Nat. Exec. Dir. (New officers not available.)
New York Local	114 E. 52d St. New York 22, N. Y. Tel.: PLaza 9-0875	Franklin J. Schaffner, Pres.
(Other Offices)	1655 N. Cherokee Ave. Hollywood 28, Calif. Tel.: GRanite 5866	Ted Bliss, Local Pres. Elizabeth Gould, Exec. Secy.
	1413 N. Dearborn Pkwy. Chicago 10, Ill. Tel.: DElaware 7-4867	Alan M. Fishburn, Pres.
	1426 Buhl Bldg. 535 Griswold St. Detroit, 26, Mich. Tel.: WOodward 2-1422	Shields Dierkes, Pres. Boaz Siegel, Exec. Secy.
	2601 Parkway Philadelphia 30, Pa. Tel.: STevenson 7-4573	Lee D. Davis, Pres. Neil McEnroe, Secy.-Treas.
	6433 Fairfax Rd. Chevy Chase 15, Md.	Heyward L. Siddons, Pres. Richard L. Borden, Secy.-Treas.
	1909 Powell Rd. Cleveland Heights 18, Ohio Tel.: YEllowstone 2-1384	John W. Ziegler, Pres. Alan W. Southmayd, Secy.
	CONGRESS OF INDUSTRIAL ORGANIZATIONS (CIO) (Headquarters: 718 Jackson Pl. N.W., Washington, D. C. Tel.: Executive 3-5581) Pres.: Walter Reuther	
American Newspaper Guild	99 University Pl. New York City Tel.: ORegon 7-1661	Harry Martin, Pres. Ralph B. Nowak, Exec. V.P. William Farson, Secy.-Treas.
Communication Workers of America (CWA)	1808 Adams Mill Rd. Washington, D. C. Tel.: HUdson 3-9200	Joseph Beirne, Pres.
National Assn. of Broadcast Engineers & Technicians (NABET) (Headquarters)	80 E. Jackson Blvd. Chicago, Ill. Tel.: WAbash 2-2462	George Maher, Natl. Rep.
(Other Offices)	48 W. 48th St. New York 36, N. Y. Tel.: PLaza 7-3065	Tyler Byrne, International Rep.
	6223 Selma Ave. Hollywood 28, Calif. Tel.: HIllside 9311	Edwin Stolzenberger, N. Y. Chapter Chrmn. James H. Brown, Legal Counsel & Rep. Robert T. Pennebaker, Hollywood Chapter Chrmn. Howard Newbouer, Rep.
	451 O'Farrell St. San Francisco 2, Calif. Tel.: ORdway 3-8484	Clifford Rothery, S.F. Chapter Chrmn. Timothy J. O'Sullivan, International Rep.
	2615 Covington Rd. San Diego 4, Calif. Tel.: HIlldale 4-8578	Stanley S. Sievers, Chapter Chrmn. Charles F. Abel, Secy.
	7343 W. 28th Ave. Portland 19, Ore.	Lloyd C. Smith, Chapter Chrmn.
	INDEPENDENT NON-AFFILIATED UNIONS	
American Communications Assn. (ACA)	5 Beekman St. New York City Tel.: COrtland 7-1374	Joseph Selly, Pres. William Bender, V.P. (Atlantic Branch)
Authors League of America (Headquarters)	6 E. 39th St. New York City Tel.: MUrray Hill 9-4950	Rex Stout, Pres. Louise Sillcox, Exec. Secy. Evelyn Burkey, Asst. Exec. Secy.
	*Groups Affiliated With ALA***	
Radio Writers Guild** (Headquarters)	6 E. 23d St. New York City Tel.: Gramercy 7-9190	Hector Chevigny, Pres. Philo Higley, V.P. Eastern Reg.
(Other Offices)	1655 N. Cherokee Ave. Hollywood 28, Calif. Tel.: GLadstone 7128	Ben Starr, V.P. Western Reg. Michael Davidson, Exec. Secy.
	WBBM Chicago 400 N. Michigan Ave. Tel.: WHitehall 4-6000	Russ Bensley, Pres.
	[Note: Chicago Chapter Affiliated With NABET-CIO] Except for WBBM	
Screen Writers Guild** (SWG)	8782 Sunset Blvd. Los Angeles 46, Calif. Tel.: CRestview 5-1162	Richard Breen, Pres. Valentine Davies, 1st V.P. Ranald MacDougall, 2d V.P. David Dortort, Secy. Donald M. Marshman Jr., Treas.
Distributing Process & Office Workers of America (Formerly United Office & Professional Workers (Dist. 65)	13 Astor Pl. New York City Tel.: ORegon 3-5120	David Livingston, Pres. Jack Paley, Exec. V.P.
National Assn. of Broadcast Unions & Guilds (NABUG) (Headquarters)	37 W. 46th St. New York 36, N. Y. Tel.: LUxemburg 2-5130	Oliver W. Nicoll, Natl. Chrmn.
(Other Offices)	6331 Hollywood Blvd. Hollywood 28, Calif. Tel.: HIllside 5125	Claude L. McCue, Chrmn
	341 Menomonee St. Chicago 11, Ill. Tel.: DElaware 7-7017	H. Walter Thompson, Chrmn. Raymond A. Jones, Secy Treas.
Publicist Guild	2700 N. Highland Ave. Hollywood 28, Calif. Tel.: HEmpstead 6826	Dan Thomas, Pres. John Bowman, Bus. Mgr



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XUM

BROADCAST STATIONS IDENTIFIED WITH NEWSPAPER OWNERSHIP

The following tabulation, showing newspaper ownership or affiliation of AM and FM broadcast stations in the United States, Hawaii and Alaska, is based on information procured from the operating companies or from official sources. Minority interests are indicated where the information was available. In many instances stations and newspapers are owned by the same interests but operations are entirely separated. (For TV stations with newspaper ownership, see Telecasting Yearbook)

ALABAMA

WRFS, WRFS-FM, Alexander City—Licensed to Piedmont Service Corp. Publisher of *Alexander City Outlook* is minority stockholder.

WHMA, WHMA-FM, Anniston — Licensed to Anniston Bcstg. Co. Harry M. Ayers, owner of *Anniston Star,* principal stockholders.

WSGN, WSGN-FM, Birmingham—Licensed to the Birmingham News Co., publisher of *Birmingham News.* Birmingham News Co. also owns all capital stock of The Huntsville Times Co., licensee of WHBS and WHBS-FM, Huntsville, Ala.; and publisher of *Huntsville Times.*

WEBJ, Brewton—Licensed to Brewton Broadcasting Co., under same ownership as *Brewton Standard.*

WHOS, Decatur—Licensed to Northern Alabama Broadcasting Co. Barrett C. Shelton, 50% owner, publisher of *Decatur Daily.*

WHBS, WHBS-FM, Huntsville — Licensed to Huntsville Times Co., Inc., publisher of *Huntsville Times.* See also WSGN, Birmingham.

WRLD, WRLD-FM, Lanett — Licensed to Valley Broadcasting Co. President J. C. Henderson is publisher or substantial owner of *Lanett Valley Times-News, Alexander City Outlook, Dadeville Record.*

WABB, WABB-FM, Mobile — Licensed to Mobile Press Register Inc., publishers of *Mobile Press Register.*

WMFC, Monroeville—Licensed to Monroe Broadcasting Co. William M. Stewart and James H. Faulkner, majority stockholder, publishers of weekly *Monroe Journal* and *South Alabamian.* Mr. Faulkner is also publisher of weekly *Baldwin Times.*

WSFA, Montgomery — Licensed to Montgomery Broadcasting Co. Inc.; one-fourth interest owned individually by R. F. Hudson, publisher of *Montgomery Advertiser.*

ARIZONA

KGAN, Kingman—Licensed to J. James Glancy, publisher of *Mohave County Miner.*

KCNA, Tucson—Licensed to Catalina Broadcasting Co.; ownership affiliated with *Tucson Star* and *Citizen.*

ARKANSAS

KFSA, KFSA-FM, Fort Smith — Licensed to Southwestern Publishing Co. *(Fort Smith Times Record* and *Southwest American).* Donald W. Reynolds, owner, also owns *Bartlesville* (Okla.) *Examiner* and *Enterprise, Okmulgee* (Okla.) *Times* and *Times Democrat* (KHBG), *Las Vegas* (Nev.) *Review Journal, Boulder City* (Nev.) *Journal.* See also KBRS Springdale, Ark.: KHBG Okmulgee, Okla.

KXAR, Hope—Licensed to the Hope Broadcasting Co. A. H. Washburn, principal owner, is publisher of *Hope Star.*

KLRA, Little Rock—Licensed to Arkansas Broadcasting Co. which is controlled by Gazette Publishing Co., publishers of *Arkansas Gazette.*

KTHS, Little Rock—Licensed to Radio Broadcasting Inc., chief owners identified with the Times Publishing Co. Inc., publishers of *Shreveport* (La.) *Times* (KWKH), same ownership as *Monroe* (La.) *World* and *News-Star.*

KDRS, Paragould—Licensed to Daily Press Inc., publisher of *Paragould Press.*

KWCB, Searcy — Licensed to White County Broadcasting Co. Inc. Minority stockholder M. P. Jones Jr. is publisher of *Searcy Citizen.*

KBRS Springdale—Licensed to Southwestern Publishing Co. President is Donald W. Reynolds (See KFSA Ft. Smith).

CALIFORNIA

KERN, KERN-FM, Bakersfield — Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee* (McClatchy Newspapers). Also: KMJ Fresno, KBEE (FM) Modesto, KFBK Sacramento, KWG Stockton; KOH Reno.

KXO, El Centro—Licensed to Valradio Inc., 19% of which is owned by Imperial Valley Publishing Co. *(El Centro Morning Post, Imperial Valley Press, Brawley Daily News);* 61% is owned by Paul and Edith Jenkins, and 20% by Mr. and Mrs. Harry Hovey.

KIEM, KRED (FM), Eureka—Licensed to Redwood Broadcasting Co. Inc., substantial minority stock interest owned by Eureka Newspapers Inc., publisher of *Humboldt Times* and *Standard.* See also KUIN Grants Pass, Ore.

KMJ, KMJ-FM, Fresno—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield).

KNGS, Hanford—Licensed to Earl J. Fenston, publisher of *Hanford Journal* and *Sentinel.* See also KSJV Sanger, Calif.

KLAC, Los Angeles—Licensed to KMTR Radio Corp., owned by Dorothy Schiff, publisher *New York Post.*

KNGS, Hanford—Licensed to Samuel M. and Harriett Beaubaire, owners of the *Hanford Sentinel-Journal.*

KBEE (FM), Modesto—Licensed to McClatchy Broadcasting Co. (See KERN, Bakersfield).

KVON, Napa—Licensed to Napa Broadcasting Co., owned by Luther E. Gibson, publisher of *Vallejo* (Calif.) *Times-Herald* and *News-Chronicle.*

KLX, KLX-FM, Oakland—Licensed to Tribune Building Co.; affiliated with *Oakland Tribune.*

KROW, Oakland—Licensed to KROW Inc., owned by Sheldon F. Sackett, chief owner of KVAN, Vancouver, Wash., owner of KOOS, Coos Bay, Ore., publisher of *Coos Bay Times.*

KOCS, KEDO (FM), Ontario—Licensed to Daily Report Co., same ownership as *Ontario-Upland Report.*

KFBK, KFBK-FM, Sacramento — Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)

KRON-FM, San Francisco—Licensed to Chronicle Publishing Co., publisher of *San Francisco Chronicle.*

KSJV, Sanger—Licensed to Earl J. Fenston, publisher of Hanford (Calif.) *Journal* and *Sentinel.* See KNGS Hanford, Calif.

KSJO, KSJO-FM, San Jose—Licensed to Santa Clara Broadcasting Co. President Patrick H. Peabody is publisher *Gilroy Dispatch, Los Gatos Daily Times.*

KSMO, San Mateo—Licensed to Amphlett Printing Co., publisher, San Mateo *Times & News Leader.*

KTIM, San Rafael—Licensed to Marin Broadcasting Co., owned by *San Rafael Independent-Journal.*

KTMS, Santa Barbara — Licensed to News-Press Publishing Co., publisher of *Santa Barbara News-Press* (T. M. Storke, publisher, owns 51% of common stock). See KCOY, Santa Maria.

KSCO, Santa Cruz—Licensed to Radio Santa Cruz; Fred D. McPherson Jr., publisher of *Santa Cruz Sentinel News,* is a partner.

KCOY, Santa Maria—Licensed to News Press Publishing Co. See KTMS Santa Barbara.

KSRO, Santa Rosa—Licensed to Finley Broadcasting Co. Ruth W. Finley, president, is affiliated with *Santa Rosa Press-Democrat.* Operated independently of newspaper.

KWG, Stockton—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)

KHUB, Watsonville—Licensed to Patrick H. Peabody, who has 35% interest in *Los Gatos* (Calif.) *Times,* 40% interest in *Gilroy* (Calif.) *Dispatch.*

COLORADO

KLMR, Lamar—Licensed to Southeast Colorado Broadcasting Co., Inc. Fred M. Betz, 1/7 owner, owns *Lamar Daily News.*

CONNECTICUT

WTHT, Hartford—Licensed to the Hartford Times Inc., publisher of *Hartford Times;* 73.58% of stock owned by the Gannett Newspapers. See WHEC Rochester, N. Y.

WCNX, Middletown—Licensed to Middlesex Broadcasting Co. Middletown Press Publishing Co. *(Middletown Press)* owns 50%.

WICH, Norwich—Licensed to Eastern Connecticut Broadcasting Co. Stockholders Harrison C. Noyes and Clifford C. Oat are co-publishers of *Norwich Bulletin* and *Record.*

WSTC. WSTC-FM, Stamford—Licensed to Western Connecticut Broadcasting Co. Kingsley Gillespie, publisher of *Stamford Advocate,* is president.

WBRY, Waterbury — Licensed to the American-Republican Inc., publisher of *Waterbury Republican* and *American.*

DELAWARE

WDEL, WDEL-FM, Wilmington — Licensed to WDEL Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc., publisher of *Lancaster New Era* and *Intelligencer Journal.*

DISTRICT OF COLUMBIA

WMAL, WMAL-FM, Washington — Licensed to Evening Star Broadcasting Co., subsidiary of *Washington Star.*

WTOP, WTOP-FM, Washington — Licensed to WTOP Inc. 55% owned by *Washington Post* (45% owned by CBS).

FLORIDA

WNDB, WNDB-FM, Daytona Beach—Licensed to the News-Journal Corp., publisher of *Daytona Beach Journal* and *News.*

WFTL, Ft. Lauderdale—Licensed to the Gore Pub. Co., publishers of *Ft. Lauderdale News.*

WJHP, WJHP-FM, Jacksonville — Licensed to Jacksonville Journal Co., publisher of *Jacksonville Journal.* See WCOA, Pensacola.

WIOD, WIOD-FM, Miami—Licensed to Isle of Dreams Broadcasting Corp., stock owned by Miami News Inc., publisher of *Miami News.* See WHIO, Dayton, O., and WSB, Atlanta, Ga.

WQAM, WQAM-FM, Miami — Licensed to Miami Broadcasting Co., owned by Miami Herald Publishing Co., publisher of *Miami Herald* (Knight Newspapers). See WIND, Chicago.

WGBS, WGBS-FM, Miami—Licensed to Storer Broadcasting Co. George B. Storer, president, is also president of Florida Sun Publishing Co., publisher of *Miami Beach Florida Sun.*

WTMC, Ocala — Licensed to Ocala Broadcasting Co. Inc.; affiliate of *Ocala Star-Banner* (Perry Newspapers). See WCOA, Pensacola.

WHOO, WHOO-FM, Orlando—Licensed to WHOO Inc. Owned by Edward Lamb Enterprises. Mr. Lamb owns WTOD and WTRT (FM) Toledo, WIKK, Erie, Pa. *(Erie Dispatch).*

WDLP, WDLP-FM, Panama City—Licensed to Panama City Bcstg. Co. Same ownership as *Panama City News-Herald.* See WCOA Pensacola.

WCOA, Pensacola—Licensed to WCOA Inc. John H. Perry estate is publisher of following Florida newspapers: *Pensacola Journal* and ***News,*** *Deland Sun-News, Jacksonville Journal* (WJHP), *Ocala Star-Banner* (WTMC), *Panama City News-Herald* (WDLP), *Palm Beach News,* as well as a number of weekly newspapers. Mr. Perry also publishes the *Frankfort* (Ky.) *State Journal* and is chairman of board of Western Newspaper Union, a newspaper syndicate. See also WJHP Jacksonville, WTMC Ocala, WDLP Panama City.

WTSP, WTSP-FM, St. Petersburg—Licensed to Pinellas Broadcasting Co., 59% of stock owned by Nelson Poynter, publisher of *St. Petersburg Times.*

WJCM, Sebring—Licensed to Clearfield Broadcasters Inc. Same ownership as *Clearfield* (Pa.) *Progress.* See also WCPA Clearfield, Pa., and WAKU, Latrobe, Pa.

WDAE, WDAE-FM, Tampa — Licensed to Tampa Times Co., publisher of *Tampa Times.*

WFLA, WFLA-FM, Tampa — Licensed to Tribune Co., publisher of *Tampa Tribune.*

GEORGIA

WALB, Albany—Licensed to Herald Publishing Co., publisher of *Albany Herald.*

WGAU, WGAU-FM, Athens—Licensed to J. K. Patrick & Co. Stockholder E. B. Braswell is editor of the *Athens Banner-Herald.*

WAGA, WAGA-FM, Atlanta — see WGBS, Miami, Fla.

WSB, WSB-FM, Atlanta—Licensed t Atlanta Newspapers Inc., publishe of *Atlanta Journal* and *Constitutio* (chief owner, J. M. Cox Jr., see also WIOD, Miami and WHIO, Dayton O.)

WBHF, Cartersville—Licensed to W. R Frier, owner of weekly *Bartow Herald.*

WGBA, WGBA-FM, Columbus — Licensed to Georgia-Alabama Broadcasting Corp. Same ownership a *Columbus Enquirer* and *Ledger* and *Bradenton* (Fla.) *Herald.*

WMOC, Covington—Licensed to Covington News Inc., publisher of the weekly *Covington News, Conyers* (Ga.) *News* and Barnesville (Ga.) *News-Gazette.*

WGLS, Decatur—Licensed to DeKalb Broadcasting Co. Ownership has one-sixth interest in *DeKalb New Era.*

WDUN, WDUN-FM, Gainesville — Licensed to Northeast Georgia Broadcasting Co. Albert S. Hardy, minority stockholder, publishes the *Gainesville News.*

WGGA, Gainesville—Licensed to Blue Ridge Broadcasting Co. Charles Smithgall, publisher *Gainesville Times,* is president and majority stockholder. See also WRGA, Rome, Ga.

WKLY, Hartwell—Licensed to Louie L. Morris, partner in weekly *Hartwell Sun.*

WLAG, WLAG-FM, La Grange — Licensed to La Grange Broadcasting Co.; thirty-three and one-third per cent of stock owned by Roy C. Swank, publisher of *La Grange News.*

WNEX, WNEX-FM, Macon — Licensed to Macon Broadcasting Co.; 16% held by the Telegraph Publishing Co., publisher of *Macon Telegraph* and *News.*

WMVG, Milledgeville—Licensed to Jere N. Moore, editor, weekly *Union-Recorder.*

WLAQ, Rome—Licensed to News Publishing Co., publisher of *Rome News-Tribune.*

WRGA-AM-FM, Rome — Licensed to Rome Bcstg. Corp. Controlling stockholder Charles Smithgall, owner of *Gainesville* (Ga.) *Times.* See also WGGA, Gainesville, Ga.

WSFT, Thomaston — Licensed to the Thomaston Broadcasting Co. J. B. Hardy, S. J. Carswell, co-owners weekly *Thomaston Times* and *Free-Press,* owns 40% of station.

WVOP, Vidalia—Licensed to Vidali Broadcasting Co. R. E. Ledford, 50 owner, is publisher of weekly *Vidali Advance.*

WAYX, Waycross — Licensed to Jac Williams, publisher, *Waycross Journal-Herald.*

IDAHO

KBIO, Burley—Licensed to KBIO In Owned 86% by Jessica L. Longsto publisher of weekly *Burley Bullet* and *St. Helens* (Ore.) *Sentinel Mis* See also KPUG, Bellingham an KSEM, Moses Lake, Wash.

KCID, Caldwell—Licensed to Caldwel Bcstg. Co. Inc. Station stock is 50 owned individually by stockholde of Caldwell News-Tribune Inc., publisher of *Caldwell News-Tribune* (Application pending before FCC f transfer of control.)

KVNI, Coeur d'Alene — Licensed t Coeur d'Alene Broadcasting C Scripps Newspapers Inc., 24% owne publisher of *Coeur d'Alene Pres Pocatello* (Ida.) *State Journal, Prov* (Utah) *Herald, The Dalles* (Ore *Chronicle.* See also KEYY, Pocatello Ida., and KNEW Spokane, Wash.

KIFI, Idaho Falls—Licensed to Easter Idaho Bcstg. & Tele. Co. *Idaho Fall Post-Register* is part owner (se KWIK Pocatello).

KJRL, Pocatello—Licensed to Radio Television Broadcasting Co. of Idaho Scripps Newspapers Inc., 24% owne publisher of *Pocatello State Journa Coeur d'Alene* (Ida.) *Press, Prov* (Utah) *Herald, The Dalles* (Ore. *Chronicle.* See also KVNI Coeu d'Alene, Ida. and KNEW Spokan Wash.

KWIK, Pocatello—Licensed to Easter Idaho Broadcasting and Televisio Co. *Idaho Falls Post-Register* is pa owner. See KIFI Idaho Falls.

ILLINOIS

WAVA, Ava—Licensed to Ava Broa casting Co. Leonard M. Johnson, 50 owner, is publisher of weekly *A Citizen.*

WJBC, WJBC-FM, Bloomington — L censed to Bloomington Broadcasti Corp., affiliated with Daily Pant graph Co., publisher of *Bloomingt Pantagraph.*

(Continued on page 60)

UP

1350 radio stations from coast to coast receive from United Press an average of more than 40 news programs and news features every day—in addition to scores of extra shows of seasonal and special topical interest throughout the year. And some 200 kinds of sponsors buy them. The U.P. bureau nearest you is ready to present further information promptly.

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TYPE	TITLE	MINUTES	DAYS
BASIC NEWS	**World News Roundup**	15	**Weekdays, 7 times; Sun., 6 times**
	The World in Brief	5	**Weekdays, 14 times; Sun., 11 times**
	The World in a Nutshell	1	**Weekdays, 7 times; Sun., 6 times**
SPORTS	Speaking of Sports	5	Monday through Saturday
	The Sports Lineup	5	Every day
	The Sports Roundup	5	Twice daily
	Great Moments in Sports	5	Monday through Saturday
	Sizing Up Sports	15	Sunday
FOR WOMEN	**In the Woman's World**	5	**Monday through Saturday**
	Mainly for Women	5	**Monday through Friday**
	Women in the News	5	**Monday through Friday**
HUMAN INTEREST	Your Home	5	Saturday
	Names in the News	5	Monday through Friday
	Time Out	5	Monday through Friday
	In Your Neighborhood	5	Monday through Saturday
	In Movieland	5	Saturday
	Flashback	1	Monday through Friday
	United Press Almanac	1	Every day
	Do Tell	5	Sunday
	In Their Own Words	5	Sunday
	Let's Take a Trip	5	Saturday
FARMING	**On the Farm Front**	5	**Every day**
	Daily Farm Market Survey	5	**Monday through Saturday**
	Rural Roundup	5	**Tuesday through Saturday**
COMMENTARY & REVIEW	Today's United Press Commentary	5	Every day
	Korean Story	5	Monday through Friday
	Under the Capitol Dome	5	Monday through Saturday
	United Press War Analysis	5	Monday through Friday
	Highlights of the Week's News	15	Sunday
	This is Washington	15	Sunday
	United Press Reporting	15	Sunday
BUSINESS & SCIENCE	**Weekly Business Review**	5	**Sunday**
	Tomorrow's Business	5	**Saturday**
	Today in Science	5	**Monday through Friday**
	Calling All Drivers	5	**Sunday**

Newspaper Ownership

(Continued from page 58)

WBYS, WBYS-FM, Canton — Licensed to Fulton County Broadcasting Co. Same ownership as *Canton Ledger*.

WDWS, WDWS-FM, Champaign — Licensed to The Champaign News-Gazette Inc., publisher of *Champaign News-Gazette*.

WAAF, WAAF-FM, Chicago—Licensed to Corn Belt Publishers Inc. (*Drovers Journal* division).

WGN, WGNB (FM), Chicago—Licensed to WGN Inc., 100% subsidiary of the Tribune Co., publisher of *Chicago Tribune*.

WIND, Chicago—Licensed to the Johnson-Kennedy Radio Corp., Knight Newspapers own 42% *(Chicago Daily News, Detroit Free Press, Akron Beacon Journal* (WAKR), *Miami Herald* (WQAM)).

WJJD, WFMF (FM), Chicago—Licensed to WJJD Inc., owned by Field Enterprises Inc., controlled by Marshall Field, publisher, *Chicago Sun-Times*.

WLS, Chicago—Licensed to Agricultural Broadcasting Co.; 100% of stock owned by Prairie Farmer Publishing Co., publisher of *Prairie Farmer*, biweekly.

WDAN, Danville—Licensed to Northwestern Publishing Co., publisher of *Danville Commercial-News* (Gannett Newspapers). See WHEC Rochester, N. Y.

WSOY, WSOY-FM, Decatur—Licensed to Illinois Broadcasting Co., 100% of stock owned by Decatur Newspapers Inc., publisher of *Decatur Herald* and *Review;* same ownership as *Champaign-Urbana* (Ill.) *Evening Courier* and others.

WCRA, Effingham—Licensed to the Effingham Bcstg. Co. Some stockholders also hold stock in *Effingham News*. See also WRMN Elgin, Ill., and KOBE Las Cruces, N. M.

WMRN, Elgin—Licensed to Elgin Bcstg. Co. Ownership identified with *Effingham News*, and *Pekin Times*, both Illinois. See also WCRA Effingham, Ill., and KOBE Las Cruces, N. M.

WGIL, Galesburg—Licensed to Galesburg Broadcasting Co.; controlled by *Galesburg Register Mail*.

WLDS, Jacksonville—Licensed to Jacksonville Radio & Television Corp., 90% owned by Jacksonville Journal and Courier Co., publisher of *Jacksonville Journal* and *Courier*.

WKAN, Kankakee — Licensed to the Kankakee Daily Journal Co., publisher, *Kankakee Daily Journal*.

WLPO, La Salle—Licensed to La Salle County Broadcasting Corp., 100% owned by Peter Miller, publisher of *La Salle News-Tribune*.

WMBD, WMBD-FM, Peoria — Licensed to Peoria Broadcasting Co., majority ownership identified with ownership of *Peoria Journal*.

WGEM, WQDI (FM), Quincy—Licensed to Quincy Bcstg. Co., affiliated with *Quincy Herald Whig*.

WTAD, WTAD-FM, Quincy — Licensed to Lee Broadcasting Inc., affiliated with KGLO Mason City, Ia.

WHBF, WHBF-FM, Rock Island—Licensed to Rock Island Broadcasting Co.; controlling stockholders own all stock of *Rock Island Argus*.

WROK, WROK-FM, Rockford — Licensed to Rockford Broadcasters Inc. Same ownership as *Rockford Star* and *Register-Republic*.

WKRS, Waukegan—Licensed to News-Sun Broadcasting Corp., subsidiary of the *Waukegan News-Sun*.

WFRX, West Frankfort—Licensed to Pyramid Radio Broadcasting & Television Co. 20% of stock owned by E. J. Paxton, vice president of Paducah Newspapers. See WKYB Paducah, Ky.

INDIANA

WCNB, WCNB-FM, Connersville—Licensed to News Examiner Co., publisher of *Connersville News-Examiner*.

WTRC, WTRC-FM, Elkhart—Licensed to Truth Publishing Co. Inc., publisher of *Elkhart Truth*.

WGL, Ft. Wayne—Licensed to News Sentinel Broadcasting Co., which is owned by News Publishing Co. *(Fort Wayne News-Sentinel)*.

WIRE, Indianapolis—Licensed to Indianapolis Broadcasting Inc. 100% of stock owned by Central Newspapers Inc., publisher of *Indianapolis Star* and *News, Muncie Star and Evening Press, Huntington Herald-Press, Vincennes Sun-Commercial, Lebanon Reporter*, all in Indiana; also *Phoenix Republic* and *Gazette*, Arizona. E. C. Pulliam, president.

WIOU, Kokomo — Licensed to North Central Broadcasting Corp. President Richard Blacklidge is also president of *Kokomo Tribune*.

WMRI (FM) Marion — Licensed to Chronicle Publishing Co., Inc., publisher of *Marion Leader-Tribune* and *Chronicle*.

WCTW (FM), New Castle—Licensed to Courier-Times Inc., publisher of *New Castle Courier-Times*.

WSRK (FM), Shelbyville—Licensed to Shelbyville Radio Inc. Stockholders have interest in *Shelbyville News*. (Application pending before FCC for assignment of license.)

WSBT, South Bend—Licensed to the *South Bend Tribune*.

WAOV, Vincennes — Licensed to Vincennes Sun Co., publisher of *Vincenne Sun-Commercial* (same ownership as WIRE, Indianapolis).

WRSW, WRSW-FM, Warsaw—Licensed to Reub Williams & Sons Inc., publisher of *Warsaw Times-Union*.

WFML (FM), Washington—Licensed to Washington Radio Inc., majority interest held by owner of *Washington* (Ind.) *Herald*.

IOWA

KASI, Ames—Licensed to Ames Broadcasting Co. President W. S. Rupe and Hollis Nordyke, stockholders, own stock in *Ames Tribune*.

KWBG, Boone — Licensed to Boone Broadcasting Co. Stockholders Harold A. and Mary Garvey control *Boone News-Republican*.

KBUR, Burlington — Licensed to Burlington Broadcasting Co.; 25% of stock owned by controlling interests in the *Burlington Hawk-Eye Gazette*. See KFBI Wichita, Kans.

KCRG, KCRK (FM) Cedar Rapids—Licensed to the Gazette Co., publisher of *Cedar Rapids Gazette*.

KCOG, Centerville—Licensed to Centerville Broadcasting Co. President Robert K. Beck controls *Centerville Iowegian*.

KSWI KSWI-FM, Council Bluffs—Licensed to the Nonpareil Broadcasting Co., affiliated with the New Nonpareil Co., publisher of the *Council Bluffs Nonpareil*.

KRNT, KRNT-FM, Des Moines — Licensed to Cowles Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and *Tribune;* also publisher of *Minneapolis Tribune* and *Star* and *Look Magazine*. See WNAX Yankton, S. D.

KDTH, KDTH-FM, Dubuque—Licensed to *Dubuque Telegraph-Herald*.

KFJB, Marshalltown—Licensed to Marshall Electric Co., owned by the *Marshalltown Times Republican*.

KGLO, KGLO-FM, Mason City — Licensed to Lee Radio Inc., affiliated with ownership to WTAD, Quincy, Ill. Lee P. Loomis, president, also publisher of *Mason City Globe-Gazette*.

KSCJ, KSCJ-FM, Sioux City—Licensed to the Perkins Brothers Co. William R. Perkins, president, also is president-publisher of *Sioux City Journal* and *Journal-Tribune*.

KTRI, Sioux City—Licensed to Sioux City Broadcasting Co., whose owners have interests in the *Sioux City Journal-Tribune*.

KJFJ, Webster City—Licensed to Land-O-Corn Broadcasters, owners affiliated with *Freeman Journal*.

KANSAS

KSOK, Arkansas City — Licensed to KSOK Broadcasting Co. Beneficial owner of stock is Stauffer Publications Inc., publisher of *Arkansas City Traveler, Pittsburg* (Kans.) *Headlight* and *Sun* (KSEK), *Shawnee* (Okla.) *News* and *Star* (KGFF), *Grand Island* (Neb.) *Independent, Maryville* (Mo.) *Forum, Topeka* (Kans.) *State Journal, Nevada* (Mo.) *Mail, York* (Neb.) *News-Times, Santa Maria* (Calif.) *Times, Pauls Valley* (Okla.) *Democrat, Independence* (Mo.) *Examiner*. See also KSEK Pittsburg, Kans., and KGFF Shawnee, Okla.

KGGF, Coffeyville—Licensed to Midwest Broadcasting Co. Same ownership as *Coffeyville Journal*. See KHAS, Hastings, Neb.

KGNO, Dodge City—Licensed to Dodge City Broadcasting Co. Inc. President J. C. Denious and other stockholders also own *Dodge City Globe*.

KTSW, Emporia—Licensed to The Emporia Broadcasting Co. Inc., majority stockholders also own Telegram Publishing Co., publisher *Garden City Telegram* (KIUL).

KIUL, Garden City—Licensed to the Telegram Publishing Co., publisher of the *Garden City Telegram*. See also KTSW Emporia, Kans.

KVGB, Great Bend—Licensed to KVGB Inc. Same ownership as *Great Bend Tribune* and *Russell* (Kans.) *News*.

KAYS, Hays—Licensed to KAYS Inc., principally owned by *Hays News*.

KCKN, Kansas City—Licensed to The KCKN Broadcasting Co., controlled by Capper Publications Inc., publisher of *Kansas City Kansan* and *Topeka Capital* (WIBW).

KMAN, Manhattan—Licensed to Manhattan Broadcasting Co. Same ownership as *Manhattan-Mercury-Chronicle*. See KHAS, Hastings, Neb.

KNEX, McPherson—Licensed to McPherson Broadcasting Co., Stockholder Ken Krehbiel owns *McPherson Republican*.

KLKC, Parsons—Licensed to Community Broadcasting Co. President Clyde M. Reed Jr. is publisher of *Parsons Sun*.

KSEK, Pittsburg — Licensed to the KSEK Broadcasting Co., owned by Stauffer Publications; also see KSOK Arkansas City, Kan.

KSAL, Salina—Licensed to KSAL Inc., affiliated with ownership of the *Salina Journal*. See KFBI Wichita.

WIBW, Topeka—Licensed to Topeka Broadcasting Assn. Inc., controlled by Capper Publications Inc., publisher of *Topeka Capital, Kansas City* (Kans.) *Kansan*. See KCKN, Kansas City.

KFBI, Wichita—Licensed to KFBI Inc. Stockholders include John P. and Sidney Harris of *Hutchinson News-Herald, Salina Journal* (KSAL) and *Burlington* (Ia.) *Hawk Eye Gazette* (KBUR), and R. J. Laubengaver of *Salina Journal*.

KFH, KFH-FM, Wichita—Licensed to Radio Station KFH Co.; 50% of stock owned by Wichita Eagle Inc., publisher of *Wichita Eagle*.

KWBB, Wichita—Licensed to Wichita Beacon Broadcasting Co. Minority stockholders are owners of Beacon Publishing Co., publisher of *Wichita Beacon*.

KENTUCKY

WKCT, Bowling Green—Licensed to Daily News Broadcasting Co., controlled by *Park City News*.

WCNL, Central City—Licensed to Central City-Greenville Broadcasting Co. Owners L. L. and A. E. Stone and R. G. Utley also own weekly *Central City Messenger* and *Times-Argus*.

WCTT, Corbin—Licensed to Corbin Times-Tribune Inc., Publisher *Corbin Tribune* and *Times* and 50% owner of *Harlan* (Ky.) *Enterprise*.

WFUL, Fulton—Licensed to Ken-Tenn Broadcasting Corp. Robert Paul Westpheling Jr. and wife own 4% of station, publish weekly *Fulton News*.

WKIC, Hazard — Licensed to BMG Broadcasting Co., which owns 75% of Herald Publishing Co. *(Hazard Herald)*.

WHAS, Louisville—Licensed to WHAS Inc., subsidiary of Courier-Journal & Louisville Times Co., publisher of *Louisville Courier-Journal* and *Louisville Times*.

WFMW, WFMW-FM, Madisonville—Licensed to Messenger Broadcasting Co., owned 50% by *Madisonville Messenger*.

WKTM, Mayfield—Licensed to Mayfield Broadcasting Co. President Frank O. Evens owns *Mayfield Messenger*.

WMIK, Middlesboro—Licensed to Cumberland Gap Broadcasting Co. Some stockholders also own stock in *Middlesboro News*.

WOMI, WOMI-FM, Owensboro — Licensed to Owensboro Broadcasting Co., stock owned by principal stockholders of Owensboro Publishing Co., publisher of *Owensboro Messenger* and *Inquirer*.

WKYB, WKYC (FM), Paducah — Licensed to WKYB Inc. Interlocking ownership with Paducah Newspapers Inc., publisher of *Paducah Sun-Democrat*.

WLSI, Pikeville—Licensed to Cumberland Pub. Co., publisher of *Pikeville News*.

WTCW, Whitesburg—Granted to Ky.-Va. Bcstg. Corp. Mark Webbs Jr., one-third owner, is advertising manager of *Pikeville* (Ky.) *News*.

LOUISIANA

KTRY, Bastrop — Licensed to Morehouse Broadcasting Co. President Nathan Bolton is publisher of weekly *Bastrop Chronicle* and *Morehouse Enterprise*.

WJBO, WBRL (FM), Baton Rouge—Licensed to Baton Rouge Broadcasting Co. Inc.; same ownership as *Baton Rouge Advocate* and *State-Times*.

KSIG, Crowley—Licensed to the Acadia Broadcasting Co. Owner Max Thomas is publisher *Crowley Signal* and weekly *Acadian*. (See KJEF Jennings.)

KJEF, Jennings—Licensed to Jennings Broadcasting Co. President Max Thomas owns *Crowley Signal* and weekly *Acadian*.

KVOL, KVOL-FM, Lafayette—Licensed to Evangeline Broadcasting Co. Inc.; 50% of stock owned by *Lafayette Advertiser*.

WTPS, New Orleans—Licensed to Times Picayune Publishing Co., publisher of *New Orleans Times-Picayune* and *States*.

KRUS, Ruston—Licensed to C. E. Faulk Jr., publisher *Ruston Leader*.

KWKH, KWKH-FM, Shreveport — Licensed to International Broadcasting Corp.; 100% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times;* same ownership as *Monroe* (La.) *World* and *News-Star* (See also KTHS, Little Rock, Ark.)

MAINE

WGUY, WFGUY-FM, Bangor—Licensed to the Guy Gannett Bcstg. Services, owned by Guy Gannett Publishing Co., owner of *Portland Press Herald* and *Express; Kennebec Journal*, Augusta; and *Waterville Sentinel*.

WGAN, Portland — Licensed to Guy Gannett Broadcasting Services; see WGUY, Bangor.

MARYLAND

WBAL, Baltimore—Licensed to Hearst Corp. Hearst newspapers are *Baltimore News-Post, New York Journal-American* and *Mirror, Albany* (N.Y.) *Times-Union, Boston Record* and *American, Pittsburgh Sun-Telegraph* (WCAE), *Chicago Herald-American, Milwaukee Sentinel* (WISN), *Detroit Times, San Francisco Examiner* and *Call-Bulletin, Los Angeles Examiner* and *Herald-Express, San Antonio Light, Seattle Post-Intelligencer* (25% ownership in KING). See also WCAE Pittsburgh, WISN Milwaukee and KING Seattle.

MASSACHUSETTS

WHDH, WHDH-FM, Boston—Licensed to Matheson Radio Co., owned by Boston Herald-Traveler Corp., publisher *Boston Herald* and *Traveler*.

WLAW, WLAW-FM, Boston-Lawrence—Licensed to Hildreth & Rogers Co.; under same ownership as Eagle-Tribune Publishing Co., publisher of *Lawrence Eagle* and *Tribune*.

WBET, WBET-FM, Brockton—Licensed to Enterprise Pub. Co., publisher, *Brockton Enterprise & Times*.

WSAR, Fall River—Licensed to Fall River Broadcasting Co., owned by Fall River Herald News Publishing Co., publisher of *Fall River Herald News*.

WHAV, Haverhill—Licensed to Haverhill Gazette Co., publisher of *Haverhill Gazette*.

WHYN, WHYN-FM, Holyoke—Licensed to Hampden Hampshire Corp.; all stock of station owned by owners of *Holyoke Transcript-Telegram* and *Northampton* (Mass.) *Hampshire Gazette*.

WNBH, WFMR (FM), New Bedford—Licensed to E. Anthony & Sons Inc., publisher of *New Bedford Standard Times* and *Hyannis* (Mass.) *Cape Cod Standard-Times*.

WBEC, WBEC-FM, Pittsfield—Licensed to Western Mass. Broadcasting Co. owned by *Berkshire Eagle*.

WPEP, Taunton — Licensed to Silve City Broadcasting Corp. J. Milto Hammond, part owner and genera manager, owns the *Catholic Observe* magazine in Pittsburgh and severa newspapers in Pittsburgh area.

WOCB, WOCB-FM, West Yarmouth—Licensed to E. Anthony & Sons Inc. see WNBH New Bedford.

WTAG, WTAG-FM, Worcester — Licensed to WTAG Inc., affiliated with Worcester Telegram Publishing Co. Inc., publisher of *Worcester Telegram* and *Gazette*..

MICHIGAN

NEW, Albion — Licensed to Calhou Bcstg. Co., James C. Bedient, 25% stockholder, is half-owner of *Albio Recorder;* James Moses, 25%, is publisher of *Marshall* (Mich.) *Chronicle;* George W. and George T. Campbell, 16.8% and 16.4% stockholders, are part owners of *Owosso* (Mich.) *Argus-Press*.

WELL, Battle Creek—Licensed to Federated Publications Inc., publisher of *Battle Creek Enquirer & News, Grand Rapids Herald* and *Lansing State Journal*.

WHFB, WHFB-FM, Benton Harbor—Licensed to Palladium Pub. Co., publisher of *Benton Harbor News-Palladium, St. Joseph* (Mich.) *Herald-Press*.

WJBK, WJBK-FM, Detroit—See WGBS, Miami, Fla.

WJLB, WBRI (FM), Detroit—Licensed to Booth Radio & Television Stations Inc. Mr. J. L. Booth personally owns a 3% stock interest in Booth Newspapers Inc. *(Grand Rapids Press Flint Journal, Muskegon Chronicle Kalamazoo Gazette, Saginaw News Bay City Times, Jackson Citizen-Patriot, Ann Arbor News.)* See WBB Flint and WSGW Saginaw.

WWJ, WWJ-FM, Detroit—Licensed t Evening News Association, publishe of *Detroit News*.

WDBC, Escanaba—Licensed to Delt Broadcasting Co. The J. P. Norto estate, 45% owner, also controls th *Escanaba Press*.

WBBC, Flint—Licensed to Booth Radio and Television Stations Inc. J. L. Booth, owner, personally has stock in Booth Newspaper Inc. See WJLB, Detroit.

WMIQ, Iron Mountain—Licensed to the Iron Mountain-Kingsford Bcstg. Co. President Frank J. Russell is publisher of *Iron Mountain News.*

WDMJ, Marquette—Licensed to Lake Superior Broadcasting Co. Inc., wholly owned by the Mining Journal Co. Ltd., publisher *Marquette Mining Journal.*

WMDN, Midland — Licensed to Rich Publishing House Inc., publisher of *Midland News.*

WMLN (FM), Mt. Clemens—Licensed to Macomb Publishing Co., publisher of *Mt. Clemens Monitor Leader, South Macomb News* and *Flyer.*

WOAP, WOAP-FM, Owosso—Licensed to Owosso Bcstg. Co., subsidiary of Argus Press Co., publisher of *Owosso Argus Press.*

WSGW, Saginaw — Licensed to Booth Radio & Television Stations Inc. (See WJLB Detroit.)

WSOO, Sault Ste. Marie — Licensed to Hiawathaland Broadcasting Co. George A. Osborn, publisher of *Sault Ste. Marie News,* owns 30%.

MINNESOTA

WEBC, WEBC-FM, Duluth—Licensed to Head of the Lakes Broadcasting Co.; 32% of stock owned by Evening Telegram Co., Superior, Wis., publisher of *Superior Telegram;* 32% by Northwest Paper Co., 20% by Morgan, Murphy, president of Evening Telegram Co.; 10% by W. C. Bridges, manager of WEBC. Mr. Murphy is also interested in WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WMSC Madison; WEAU Eau Claire, Wis.; KVOL Lafayette, La., and the *Manitowoc* (Wis.) *Herald-Times, Chippewa Falls* (Wis.) *Herald-Telegram, Two Rivers* (Wis.) *Reporter,* Virginia (Minn.) *Mesabi News* and *Range Facts, Los Angeles* (Calif.) *Eagle Rock News-Herald* and *Highland Park News-Herald,* and *Lafayette* (La.) *Daily Advertiser.*

WMFG, Hibbing—Licensed to Head of the Lakes Bcstg. Co. See WEBC, Duluth.

WCCO, Minneapolis—Licensed to Midwest Radio-Television Inc., 53% owned by Mid Continent Radio-Television Inc., and 47% owned by CBS. Mid Continent is 50% owned by Northwest Publications Co. (Ridder interests), and 50% by Minnesota Tribune Co. Ridder interests own *St. Paul Pioneer-Press* and *Dispatch, Duluth News-Tribune* and *Herald* (WDSM Superior, Wis.), *New York Staats-Zeitung* and *Herold, New York Journal of Commerce, Aberdeen* (S.D.) *American* and *News* (KSDN), *Grand Forks* (N.D.) *Herald* (KILO), *San Jose* (Calif.) *Mercury* and *News, Long Beach* (Calif.) *Independent* and *Press-Telegram,* minority interest in *Seattle Times.* See also WDSM Superior, Wis.; KSDN Aberdeen, S.D.; KILO Grand Forks, N.D. and WEMP Milwaukee, Wis.

KNUJ, New Ulm—Licensed to KNUJ Inc., affiliated with *New Ulm Journal.*

KFAM, KFAM-FM, St. Cloud—Licensed to Times Publishing Co., publisher of *St. Cloud Times.*

WHLB, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.

KWNO, KWNO-FM, Winona—Licensed to Winona Radio Service, owned by M. H. White, publisher of *Winona Republican-Herald.*

MISSISSIPPI

WBIP, Booneville—Licensed to Booneville Broadcasting Co. E. O. Roden, sole owner, controls weekly *Walker County Times* and *Booneville Independent.*

WJMB, Brookhaven — Licensed to Brookhaven Broadcasting Co. Stockholder Dalton Brady is editor of *Brookhaven Leader Times.*

WROX, Clarksdale—Licensed to Birney Imes Jr., owner of *Columbus* (Miss.) *Commercial Dispatch.* See WCBI Columbus, Miss.

WCJU, Columbia—Licensed to Lester Williams, editor and publisher of weekly *Columbian Progress.*

WCBI, Columbus—Licensed to Birney Imes Jr., owner of *Columbus Commercial Dispatch.* See also WELO, Tupelo; WROX, Clarksdale; WNAG Grenada; WMOX, Meridian, all Miss.

WNAG, Grenada—Licensed to Birney Imes Jr., owner of *Columbus* (Miss.) *Commercial Dispatch.* See WCBI, Columbus, Miss.

WMOX, WMOX-FM, Meridian — Licensed to Birney Imes Jr., owner of *Columbus* (Miss.) *Commercial Dispatch.* See WCBI, Columbus, Miss.

WELO, Tupelo — Licensed to Tupelo Broadcasting Co., owned by Birney Imes Jr., owner of *Columbus* (Miss.) *Commercial Dispatch.* See WCBI, Columbus, Miss.

WQBC, Vicksburg—Licensed to Delta Broadcasting Co. Inc. President L. P. Cashman is publisher of the *Vicksburg Herald* and *Post.*

MISSOURI

KFRU, Columbia—Licensed to KFRU Inc.; controlled by H. J. Walters Jr., publisher of *Columbia Tribune.*

KHMO, Hannibal—Licensed to Courier-Post Publishing Co., publisher of *Hannibal Courier-Post* (Lee Syndicate newspaper). See KGLO Mason City, Ia.

KIMO, Independence—Licensed to the Blue Valley Co. Craig Siegfried, general manager and 25% owner, owns the *Independence News.*

KWOS, KWOS-FM, Jefferson City—Licensed to the Capital Broadcasting Co. R. C. Goshorn, president, is also president of the News Tribune Co., publisher of *Jefferson City Capital News* and *Post-Tribune.*

WMBH, WMBH-FM, Joplin — Licensed to Joplin Broadcasting Co. Joplin Globe Publishing Co., publisher of *Joplin Globe* and *News-Herald* owns majority of stock.

KCKN, Kansas City—Licensed to the KCKN Broadcasting Co. Owned by Capper Publications Inc., publishers of the *Kansas City Kansan* and the *Topeka Daily Capital.* See WIBW, Topeka, Kans.

WDAF, Kansas City—Licensed to The Kansas City Star Co., publisher of *Kansas City Star* and *Times.*

KBOA, KBOA-FM, Kennett—Licensed to the Kennett Broadcasting Co. General manager, Paul C. Jones, is half owner *Dunklin Democrat.*

KGBX, Springfield—Licensed to Springfield Broadcasting Co.; owned 99% by Springfield Newspapers Inc., publisher of *Springfield News* and *Leader-Press.*

KFEQ, St. Joseph—Licensed to KFEQ Inc.; 43% of stock owned by the News Corp., publisher of the *St. Joseph News-Press* and *Gazette.*

KSD, St. Louis—Licensed to Pulitzer Publishing Co., publisher of *St. Louis Post-Dispatch.*

KWK, St. Louis—Licensed to KWK Inc. *St. Louis Globe-Democrat* is minority stockholder.

MONTANA

KMON, Great Falls—Licensed to the Montana Farmer Broadcasting Corp., affiliated with Montana *Farmer Stockman,* semi-monthly farm journal, and *Great Falls Tribune.*

KRJF, Miles City—Licensed to Star Printing Co., publisher of *Miles City Star.*

NEBRASKA

KFGT, Fremont—Licensed to Walker Newspapers Inc., publisher of *Fremont Guide Tribune.*

KHAS, Hastings—Licensed to Nebraska Broadcasting Co. Owned by Fred A. and Richard M. Seaton, publishers of *Hastings Tribune, Manhattan* (Kans.) *Mercury-Chronicle* (KMAN), *Coffeyville* (Kans.) *Journal* (KGGF), *Winfield* (Kans.) *Courier, Alliance* (Neb.) *Times-Herald, Deadwood* (S.D.) *Pioneer-Times, Lead* (S.D.) *Call, Sheridan* (Wyo.) *Press.*

WJAG, Norfolk—Licensed to Huse Pub. Co., publisher of the *Norfolk News.*

KFAB, Omaha — Licensed to KFAB Broadcasting Co., 50% of stock owned by Sidles Co., 25% of stock owned by Lincoln *Nebraska State Journal;* 25% of stock owned by *Lincoln Star.*

WOW, Omaha—Licensed to Meredith WOW Inc., owned by Meredith Publishing Co., publisher of *Better Homes & Gardens* and *Successful Farming.*

NEVADA

KELK, Elko—Licensed to Elko Broadcasting Co. Chris H. Sheerin, 50% owner *Elko Free Press* is president and 17.86% owner of station.

KOH, Reno — Licensed to McClatchy Broadcasting Co. of Nevada. Same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee,* all in California (McClatchy Newspapers). See KERN Bakersfield, Calif.

NEW JERSEY

WJLK, WJLK (FM), Asbury Park—Licensed to Asbury Park Press Inc., publisher of *Asbury Park Press.*

WFPG, WFPG-FM, Atlantic City—Licensed to Neptune Broadcasting Corp., affiliated with *Atlantic City Reporter.*

WNJR, WNJR-FM, Newark—Licensed to North Jersey Radio Inc., owned by *Newark News.*

WPAT, Paterson — Licensed to North Jersey Broadcasting Co., 90% owned by *Passaic News.*

WTOA (FM) Trenton—Licensed to the Mercer Broadcasting Co. Owned by Trenton Times Corp., publisher of *Trenton Times.*

NEW MEXICO

KOB, Albuquerque—Licensed to Albuquerque Broadcasting Co., 50% owned by Time Inc. (*Time, Life, Fortune,* etc.) and 50% by Wayne Coy.

KOBE, Las Cruces—Licensed to Mesilla Valley Bcstg. Co. Minority stockholders F. F. and J. T. McNaughton are identified with the ownership of *Effingham News* and *Pekin Times,* both Illinois. See also WCRA Effingham and WMRN Elgin, both Illinois.

NEW YORK

WMBO, WMBO-FM, Auburn—Licensed to Auburn Publishing Co., publisher of *Auburn Citizen-Advertiser.*

WBEN, WBEN-FM, Buffalo—Licensed to WBEN, Inc.; stock owned by same ownership as *Buffalo News.*

WEBR, Buffalo — Licensed to WEBR Inc. Owned by *Buffalo Courier-Express.*

WALK, WALK-FM, Coram—Licensed to Suffolk Broadcasting Co. Owned by W. Kingsland Macy and wife, who also own controlling interest in Suffolk Consolidated Press, publisher of weekly newspapers in Long Island.

WCLI, WCLI-FM, Corning—Licensed to Elmira-Corning Broadcasting Corp. Same ownership as *Corning Leader.* See also WELM Elmira, N. Y.

WELM, Elmira—Licensed to Elmira-Corning Broadcasting Corp. Same ownership as Corning (N.Y.) *Leader.* See also WCLI Corning, N. Y.

WENY, Elmira — Licensed to Elmira Star-Gazette Inc., publisher of *Elmira Star-Gazette* and *Advertiser* (Gannett Newspapers). See WHEC Rochester, N. Y.

WENE, Endicott-Binghamton—Licensed to Ottoway Stations Inc. Major stockholder James H. Ottoway is president-publisher and controlling stockholder of Empire Newspapers Inc., publisher of *Endicott Bulletin* and *Oneonta* (N.Y.) *Star* (WDOS). See also WDOS Oneonta, N. Y., and WVOP Stroudsberg, Pa.

WWSC, Glens Falls—Licensed to Great Northern Radio Inc., 50% owned by Glens Falls Post Co., publisher of *Glens Falls Post-Star* and *Times.*

WVOS, Liberty—Licensed to Sullivan County Broadcasting Corp. President S. D. Lubin and Commercial Manager H. G. Borwick, stockholders, own *Sullivan County News* and *Liberty News.*

WUSJ, WUSJ-FM, Lockport—Licensed to Lockport Union Sun and Journal Inc., publisher of *Lockport Union Sun & Journal.*

WMSA, WMSA-FM, Massena—Licensed to the Brockway Co., owned and operated by the *Watertown* (N. Y.) *Times.* See WWNY Watertown, N. Y.

WEVD, New York—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are directors of the *Jewish Forward;* the newspaper company itself has no interest or control.

WHOM, New York—Licensed to Atlantic Broadcasting Co., subsidiary of *Il Progresso Italo Americano.*

WOV, New York—Licensed to Wodaam Corp.; Richard E. O'Dea, majority stockholder, is director and stockholder of the *Paterson* (N. J.) *Call.*

WQXR, WQXR-FM, New York — Licensed to the Interstate Broadcasting Co., subsidiary of *New York Times.*

WHLD, WHLD-FM, Niagara Falls—Licensed to Niagara Falls Gazette Publishing Co., publisher of *Niagara Falls Gazette.*

WHDL, WHDL-FM, Olean—Licensed to WHDL, Inc., 100% of stock owned by Olean Times-Herald Corp., publisher of *Olean Times-Herald.* Minority interest owned by Gannett Newspapers. See WHEC Rochester, N. Y.

WDOS, Oneonta—Licensed to Ottoway Stations Inc. Major stockholder James H. Ottoway is president-publisher and controlling stockholder of Empire Newspapers Inc., publisher of *Oneonta Star* and *Endicott* (N. Y.) *Bulletin* (WENE). See also WENE, Endicott, N. Y., and WVOP Stroudsberg, Pa.

WHEC, Rochester—Licensed to WHEC Inc., 86% of stock owned by the Gannett Co. Inc., publisher of *Rochester Times-Union* and *Democrat & Chronicle* (Gannett Newspapers). Other Gannett newspapers are *Albany Knickerbocker News, Utica Observer-Dispatch* and *Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald* (minority) (WHDL), *Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogan, Massena Observer, Elmira Star-Gazette* and *Advertiser* (WENY), *Binghamton Press,* all in New York; *Hartford* (Conn.) *Times* (WTHT), *Plainfield* (N. J.) *Courier-News, Danville* (Ill.) *Commercial News* (WDAN).

WSYR, WSYR-FM, Syracuse—Licensed to Central New York Broadcasting Corp. Same ownership (S. I. Newhouse) as *Syracuse Post-Standard* and *Herald-Journal, Newark Star-Ledger, Jersey City Journal, Long Island Press* and *Star Journal, Harrisburg* (Pa.) *Patriot News, Staten Island* (N. Y.) *Advance, Portland Oregonian* (KGW).

WFLY (FM), Troy—Licensed to the Troy Record Co., publisher of *Troy Record* and *Times-Record.*

WRUN, WRUN-FM, Utica—Licensed to Rome Sentinel Co., publisher of *Rome* (N.Y.) *Sentinel.*

WWNY, WWNY-FM, Watertown — Licensed to the Brockway Co., owned and operated by the *Watertown Times.* See WMSA Massena.

WFAS, WFAS-FM, White Plains—Licensed to Westchester Broadcasting Corp. J. Noel Macy and Valentine E. Macy Jr., co-owners, publishers of *White Plains Reporter Dispatch, Yonkers Herald-Statesman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times,* all in New York.

NORTH CAROLINA

WGWR, WGWR-FM, Asheboro — Licensed to the Asheboro Broadcasting Co., owners including Roy Cox, publisher *Asheboro Courier Tribune,* a semi-weekly newspaper.

WWNC, Asheville—Licensed to Asheville Citizen-Times Co., publisher of the *Asheville Citizen-Times.*

WPNF, Brevard—Licensed to Pisgah Broadcasting Co.; same newspaper ownership association as WBBO Forest City, below.

WEGO, Concord—Licensed to Cabarrus Broadcasting Co. Same ownership as *Corbin Tribune.*

WDNC, WDNC-FM, Durham—Licensed to the Durham Radio Corp.; 100% owned by the Durham Herald Co., publisher *Durham Herald* and *Sun.*

WBBO, WBBO-FM, Forest City — Licensed to Rutherford County Radio Co., Inc., stockholders affiliated with following weekly newspapers: *Forest City Courier, Spindale Sun,* and *Rutherford County News.* See WPNF Brevard.

WGBR, WEQR (FM), Goldsboro—Licensed to East Carolina Broadcasting Co. Talbot Patrick, 7½% owner, is publisher of *Goldsboro News-Argus* and *Rock Hill* (S. C.) *Herald.*

WFMY (FM), Greensboro—Licensed to the Greensboro News Co., publisher of the *Greensboro News* and *Record.*

WHKY, Hickory—Licensed to Catawba Valley Broadcasting Co.; stockholders include Lester C. Gifford, publisher of *Hickory Record.*

WHPE, WHPE-FM, High Point — Licensed to High Point Enterprise Inc., publisher of *High Point Enterprise.*

WNAO, WNAO-FM, Raleigh—Licensed to the Raleigh News & Observer Publishing Co., publisher of *Raleigh News & Observer.*

WCEC, WFMA (FM), Rocky Mount—Licensed to Eastern Carolina Electronics Inc., affiliated with *Rocky Mount Telegram.*

WREV, WREV-FM, Reidsville — Licensed to Reidsville Broadcasting Co. W. M. and W. M. Oliver Jr., owners, also own stock in *Reidsville Review.*

WSTP, WSTP-FM, Salisbury—Licensed to Piedmont Broadcasting Co.; 37% of stock owned by *Salisbury Post* and *Post* stockholders.

WOHS, WOHS-FM, Shelby — Licensed to the Western Carolina Radio Corp., affiliated with *Shelby Star.* (See WHCC Waynesville, N. C.).

WHCC Waynesville—Licensed to WHCC Inc. President Holt McPherson, principal owners identified with *Shelby Star* (see WOHS Shelby).

WSJS, WSJS-FM, Winston-Salem—Licensed to Piedmont Publishing Co., publisher of *Winston-Salem Journal* and *Twin City Sentinel.*

NORTH DAKOTA

WDAY, Fargo — Licensed to WDAY Inc.; 44.44% of stock owned by stockholders of Forum Publishing Co., publisher of *Fargo Forum.*

KILO, Grand Forks—Licensed to Grand Forks Herald Inc., publisher of *Grand Forks Herald* which is 60% owned by Ridder Publications. See WCCO, Minneapolis.

OHIO

WAKR, WAKR-FM, Akron — Licensed to Summit Radio Corp., and 45% owned by the *Akron Beacon-Journal* (Knight Newspapers). See WIND Chicago.

WFAH (FM), Alliance—Licensed to the Review Pub. Co., publisher of *Alliance Review.*

WICA, WICA-FM, Ashtabula—Licensed to WICA Inc. Same ownership as *Ashtabula Star-Beacon, Geneva Free Press, Painesville Telegraph, Conneaut News-Herald,* all Ohio.

WTRF, WTRF-FM, Bellaire—Licensed to Tri-City Broadcasting Co. Albert & Gordon Dix together own 48% interest in station, and also have interest in *Martins Ferry Times, Bellaire Leader* and *Wooster Record.*

(Continued on page 62)

XUM

Newspaper Ownership

(Continued form page 61)

WHBC, WHBC-FM, Canton—Licensed to Ohio Broadcasting Co., subsidiary of Brush-Moore Newspapers Inc., publisher of *Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Portsmouth Times* (WPAY) and *Salem News*, all in Ohio; *Salisbury* (Md.) *Times.*

WCPO, WCPO-FM, Cincinnati — Licensed to Scripps-Howard Radio Inc.; 100% owned by E. W. Scripps Co., chief stockholders in Scripps-Howard Newspapers, publisher of *Cincinnati Post, New York World-Telegram & Sun, Cleveland Press* (WEWS), *Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel* (WNOX), *Memphis Commercial Appeal* and *Press-Scimitar* (WMC), *Birmingham Post-Herald, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington* (Ky.) *Post, Denver Rocky Mountain News*, Evansville (Ind.) *Press.* See WNOX Knoxville, Tenn. and WMC Memphis, Tenn.

WKRC, WKRC-FM, Cincinnati — Licensed to Radio Cincinnati, Inc., subsidiary of the Cincinnati Times-Star Co., publisher of *Cincinnati Times-Star.*

WSAL, WSAI-FM, Cincinnati—Licensed to Buckeye Broadcasting Co., owned by Storer Broadcasting Co. See WGBS Miami, Fla.

WHK, WHK-FM, Cleveland—Licensed to United Broadcasting Co., controlling interest owned by Forest City Publishing Co., publisher of the *Cleveland Plain Dealer* and *News.* See WKBN Youngstown, WHKC Columbus.

WBNS, WELD (FM), Columbus—Licensed to RadiOhio, Inc. Same ownership (Edgar T. Wolfe) as *Columbus Dispatch and Ohio State Journal.*

WHKC, WHKC-FM, Columbus — Licensed to United Broadcasting Co.; controlling interest owned by The Forest City Publishing Co., publisher of the *Cleveland Plain Dealer* and *News.* See WHK Cleveland, and WKBN Youngstown.

WTNS, Coshocton—Licensed to Coshocton Broadcasting Co. Bob, Bill and Bruce Wallace control both licensee and *Coshocton Tribune.*

WCOL, Columbus—Licensed to Air Trails Inc., owned by Charles Sawyer, publisher of *Lancaster* (Ohio) *Eagle-Gazette* and *Waverly* (O.) *Republican Herald-News* (weekly). See WIZE Springfield and WING Dayton, Ohio.

WHIO, WHIO-FM, Dayton—Licensed to Miami Valley Broadcasting Corp.; same ownership as *Dayton News* and *Journal Herald, Springfield.* (O.) *News and Sun, Miami News* (WIOD) and *Atlanta Journal* and *Constitution* (WSB) (James M. Cox).

WING, Dayton — Licensed to Great Trails Broadcasting Corp., owned by Charles Sawyer, published of *Lancaster Eagle-Gazette* and *Waverly* (O.) *Republican Herald-News* (weekly). See WIZE Springfield and WCOL Columbus.

WJER, Dover — Licensed to Dover Broadcasting Co. Inc. See WAJR Morgantown and WDNE Elkins, W. Va.

WFIN, WFIN-FM, Findlay—Licensed to Findlay Publishing Co., publisher of *Findlay Republican Courier.*

WCLT, WCLT-FM, Newark—Licensed to the Advocate Printing Co., publisher of *Newark Advocate* and *American Tribune.*

WPAY, WPAY-FM, Portsmouth—Licensed to The Scioto Broadcasting Co.; 100% owned by Brush-Moore Newspapers Inc., publisher of *Portsmouth Times, Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Salem News* (all in Ohio); and *Salisbury Times,* Maryland. See WHBC Canton.

WIZE, Springfield—Licensed to Radio Voice of Springfield Inc., controlled by Charles Sawyer, publisher of *Lancaster* (Ohio) *Eagle-Gazette* and *Waverly* (O.) *Republican Herald-News* (weekly). See WING, Dayton and WCOL, Columbus.

WSPD, WSPD-FM, Toledo — See WGBS, Miami, Fla.

WTOD, WTRT (FM), Toledo—Licensed to Unity Corp. Inc. Edward Lamb, president, is publisher *Erie* (Pa.) *Dispatch* (WIKK) and owns WHOO-AM-FM Orlando, Fla.

WHHH, Warren—Licensed to Warren Tribune Radio Station Inc., owned by Tribune Co., publisher of *Warren Tribune-Chronicle.*

WWST, WWST-FM, Wooster—Licensed to Wooster Republican Printing Co., publisher of the *Wooster Record.*

WFMJ, WFMJ-FM, Youngstown—Licensed to WFMJ Broadcasting Co. President William F. Maag Jr. is publisher of *Youngstown Vindicator.*

WKBN, WKBN-FM, Youngstown—Licensed to WKBN Broadcasting Corp. Forest City Publishing Co. (*Cleveland Plain Dealer* and *News*) owns 40%. See WHK Cleveland WHKC Columbus.

WHIZ, Zanesville—Licensed to Southeastern Ohio Broadcasting System Inc., majority of stock owned by Zanesville Pub. Co., publisher of *Zanesville Times - Recorder* and *Signal.*

OKLAHOMA

KWHW, Altus — Licensed to Altus Broadcasting Co., 50% owned by *Altus Times-Democrat.*

KVSO, Ardmore—Licensed to John F. Easley, owner of *Ardmore Ardmoreite.*

KSEO, Durant—Licensed to Democrat Printing Co., publisher *Durant Democrat, Durant Weekly News.*

KCRC, Enid—Licensed to Enid Radiophone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of *Enid News* and *Eagle.*

KBIX, Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Phoenix* and *Times-Democrat.*

KTOK, Oklahoma City—Licensed to KTOK Inc., 100% owned by Amarillo Bcstg. Co. C. S. Woodson, 25% stockholder of Amarillo Bcstg., is owner-publisher of *Brownwood Bulletin, Lamesa Reporter, Del Rio News-Herald, Waxahachie Light,* all Texas, and *Miami* (Okla.) *News-Record.* See also KFDA Amarillo, Tex.

WKY, Oklahoma City—Licensed to WKY Radiophone Co.; same stock owners as Oklahoma Publishing Co., publisher of *Oklahoma City Oklahoman* and *Times, Farmer-Stockman.*

KHBG, Okmulgee—Licensed to Okmulgee Broadcasting Corps., subsidiary of *Okmulgee Times.* See also KFSA, Fort Smith, Ark.

WBBZ, Ponca City—Licensed to Ponca City Publishing Co., publisher of the *Ponca City News.*

KGFF, Shawnee—Licensed to KGFF Broadcasting Co. Inc. Controlling stock interest (94%) owned by Stauffer Publications Inc. See KSOK Arkansas City, Ark.

KSPI, KSPI-FM, Stillwater—Licensed to Stillwater Pub. Co., publisher *Stillwater News-Press.*

OREGON

KWIL, KWIL-FM, Albany—Licensed to Central Willamette Broadcasting Co.; all stock owned by W. L. Jackson Estate and R. R. Cronise, co-publishers of *Albany Democrat-Herald.*

KAST, Astoria—Licensed to Astoria Broadcasting Co.; ownership affiliated with *Astoria Astorian-Budget.*

KOOS, Coos Bay—Licensed to KOOS Inc. Sheldon F. Sackett, owner, is publisher of *Coos Bay Times.* See KROW, Oakland, Calif.

KERG, Eugene—Licensed to Guard Publishing Co., publisher of *Eugene Register-Guard.*

KUIN, KGPO (FM), Grants Pass—Licensed to Southern Oregon Bcstg. Co., 50% owned by Pres. A. E. Voorhies, of *Grants Pass Courier;* 50% by Redwood Bcstg. Co., operator of KIEM Eureka, Calif. (See KIEM.)

KFLW, Klamath Falls — Licensed to Herald Pub. Co., publisher *Klamath Falls Herald & News.* See KRNR, Roseburg.

KMCM, McMinnville — Licensed to Yamhill Broadcasters Inc. Same ownership as weekly *McMinnville Telephone-Register.*

KYJC, Medford—Licensed to the Medford Printing Co., publisher *Medford Mail Tribune.* See KRNR, Roseburg.

KGW, KGW-FM, Portland—Licensed to Pioneer Broadcasters Inc. Controlled by S. I. Newhouse, Jr., member of Newhouse family (Newhouse newspapers), including *Portland Oregonian.* For other Newhouse newspapers, see WSYR, Syracuse, N. Y.

KPOJ, KPOJ-FM, Portland—Licensed to KPOJ Inc.; stock owned by *Portland Oregon Journal.*

KRNR, Roseburg—Licensed to The News-Review Co., publisher of *Roseburg News-Review.* Southern Oregon Publishing Co., which controls the licensee, also owns *Klamath Falls Herald & News* (KFLW) and 20% interest in *Medford Mail Tribune* (KYJC).

PENNSYLVANIA

WGPA, WGPA-FM, Bethlehem — Licensed to Bethlehem Globe Pub. Co., publisher *Bethlehem Globe-Times.*

WCNR, Bloomsburg—Licensed to Columbia-Montour Broadcasting Corp., affiliated with the *Bloomsburg Press.*

WBUT, WBUT-FM, Butler—Licensed to the Eagle Printing Co., publisher *Butler Eagle.*

WCPA, Clearfield—Licensed to Clearfield Broadcasters Inc., wholly owned by publishers of *Clearfield Progress.* See also WAKU Latrobe, Pa., and WJCM Sebring, Fla.

WBUX, Doylestown — Licensed to Charles M. Meredith, publisher *Quakerstown Free Press.*

WCED, WCED-FM, DuBois—Licensed to the Tri-County Bcstg. Co. Inc., affiliated with the *DuBois Courier Express.* See WILK Wilkes-Barre.

WEEX (FM), Easton—Licensed to the Easton Pub. Co., publisher of the *Easton Express.*

WEST, WEST-FM, Easton—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See WGAL Lancaster.

WIKK, Erie—Licensed to Community Service Broadcasting Co. Owned by Dispatch Inc., publisher of *Erie Dispatch.* Edward Lamb also owner of WTOD and WTRT (FM), Toledo, O., and WHOO and WHOO-FM Orlando, Fla.

WHGB, Harrisburg—Licensed to Kendrick Bcstg. Co. Half-owned by Triangle Publications Inc., publisher of *Philadelphia Inquirer* and *Seventeen* magazine and licensee of WFIL-AM-FM-TV Philadelphia.

WKBO, Harrisburg—Licensed to Keystone Broadcasting Corp. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See WGAL Lancaster.

WHUN, Huntingdon—Licensed to Joseph F. Biddle Pub. Co., publisher *Huntingdon News.*

WJAC, WJAC-FM, Johnstown — Licensed to WJAC Inc.; 100% owned by Johnstown Tribune Publishing Co., publisher of *Johnstown Democrat* and *Tribune.*

WGAL, WGAL-FM, Lancaster — Licensed to WGAL Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc., publisher of *Lancaster Intelligencer Journal* and *New Era.*

WAKU, Latrobe—Licensed to Clearfield Broadcasters Inc. Same ownership as *Clearfield* (Pa.) *Progress*: See also WCPA Clearfield, Pa., and WJCM Sebring, Fla.

WMRF, WLTN (FM), Lewistown—Licensed to Lewistown Broadcasting Co.; 25% of stock owned by the Sentinel Co., publisher of *Lewistown Sentinel.*

WCAU, WCAU-FM, Philadelphia—Licensed to WCAU Inc., owned by *Philadelphia Bulletin.*

WFIL, WFIL-FM, Philadelphia — Licensed to Triangle Publications Inc., publisher *Philadelphia Inquirer.* See also WHGB Harrisburg, Pa.

WCAE, WCAE-FM, Pittsburgh — Licensed to WCAE Inc., owned by Hearst Corp., publisher of *Pittsburgh Sun-Telegraph.* For other Hearst newspapers see WBAL Baltimore.

WWSW, WWSW-FM. Pittsburgh—Licensed to WWSW Inc. Owned by the *Pittsburgh Post-Gazette.*

WEEU, WEEU-FM. Reading—Licensed to the Hawley Broadcasting Co., affiliated with *Reading Eagle Times.*

WRAW, Reading — Licensed to the Reading Broadcasting Co. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See WGAL Lancaster.

WQAN, WQAN-FM, Scranton — Licensed to the *Scranton Times.*

WPIC, WPIC-FM, Sharon—Licensed to Sharon Herald Broadcasting Corp. One stockholder holds stock in Sharon Herald Publishing Co., publisher of *Sharon Herald.*

WVPO, Stroudsburg—Licensed to Pocono Broadcasting Inc., James H. Ottoway, majority stockholder, is also president-publisher of *Stroudsburg Record.* See also WENE, Endicott-Binghamton, N. Y., and WDOS Oneona, N. Y.

WKOK, WKOK-FM, Sunbury — Licensed to Sunbury Broadcasting Corp., majority ownership identified with *Sunbury Item.*

WWPA, Williamsport—Licensed to Williamsport Radio Broadcasting Associates Inc. Harry J. W. Kiessling, Grit Publishing Co. executive, is president and owns 32%.

WILK, WILK-FM, Wilkes-Barre—Licensed to Wyoming Valley Broadcasting Co. Stockholders in station also own interests in *Dubois Courier-Express* and *Butler Eagle.* See WCED DuBois.

WORK, York—Licensed to York Broadcasting Co. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See WGAL Lancaster.

RHODE ISLAND

WPJB, WPJB-FM, Providence — Licensed to Providence Journal Co., publisher of the *Providence Journal-Bulletin.*

WWON, WWON-FM, Woonsocket—Licensed to Woonsocket Broadcasting Co., whose principals include stockholders of *Woonsocket Call.*

SOUTH CAROLINA

WAIM, WCAC (FM), Anderson — Licensed to Wilton E. Hall, owner of *Anderson Independent* and *Mail.*

WTMA, WTMA-FM, Charleston — Licensed to Atlantic Coast Broadcasting Co.; affiliated with *Charleston News & Courier* and *Post.*

WFBC, WFBC-FM, Greenville — Licensed to Greenville News-Piedmont Co., publisher of *Greenville News* and *Piedmont.*

WEAB, Greer — Licensed to Greer Bcstg. Co. Partner E. A. Burch is publisher of the weekly *Greer Citizen.*

WTND, Orangeburg—Licensed to the WTND Inc. Owned by Sims Publishing Co., publisher of *Orangeburg Times & Democrat.*

WSNW, Seneca—Licensed to Blue Ridge Broadcasting Co., owned by J. A. Gallimore and wife, publishers of weekly *Seneca Journal,* and *Walhalla* (S. C.) *Keowee Courier.*

SOUTH DAKOTA

KSDN, Aberdeen—Licensed to Aberdeen News Co., publishers of the *American News* (identified with Ridder Publications. For other Ridder newspapers see WCCO Minneapolis.

WNAX, Yankton—Licensed to Cowles Broadcasting Co. See KRNT, Des Moines.

TENNESSEE

WLAR, Athens—Licensed to Athens Broadcasting Co., owned by Lowell F. Arterburn, publisher *Athens Post-Athenian.*

WDSG, Dyersburg—Licensed to State Gazette Broadcasting Co., owned by *Dyersburg State Gazette.*

WTJS, WTJS-FM, Jackson—Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun.*

WETB, Johnson City—Licensed to the East Tennessee Broadcasting Co., ownership interlocks with Press Inc., publishers of *Johnson City Press-Chronicle.*

WKPT, WKPT-FM, Kingsport — Licensed to Kingsport Broadcasting Co. Identified with ownership of *Kingsport Times-News.*

WNOX, Knoxville—Licensed to Scripps-Howard Radio Inc., subsidiary of Scripps-Howard Newspapers (*Knoxville News-Sentinel*). See WCPO, Cincinnati.

WMC, WMCF (FM), Memphis—Licensed to Memphis Publishing Co., publisher of *Memphis Commercial Appeal* a Scripps-Howard newspaper. See WCPO, Cincinnati.

WMAK, Nashville — Licensed to the Volunteer State Broadcasting Co. Frank Mayborn, president of the *Temple Telegram,* and the *Sherman News,* is 75% owner, and president.

WHAL, Shelbyville—Licensed to Shelbyville Broadcasting Co. Same owners as *Bedford County News.*

TEXAS

KRBC, Abilene—Licensed to Reporter Broadcasting Co.; 64% of stock owned by Eva May Hanks, a principal stockholder in *Abilene Reporter-News, Big Spring Herald, Paris News, Corpus Christi Caller-Times, Denison Herald,* all in Texas. See KBST, Big Spring.

KBKI, Alice—Licensed to Alice Broadcasting Co. President E. G. Lloyd Jr. is stockholder of *Alice News.*

KVLF, Alpine—Licensed to Big Bend Broadcasters. President Barney Hubbs owns *Pecos* (Tex.) *Enterprise.* See KIUN, Pecos, KRIG, Odessa, Tex.

KFDA, KFDA-FM, Amarillo—Licensed to Amarillo Bcstg. Co. C. C. Woodson, 25% stockholder, is owner-publisher of *Brownwood Bulletin, Lamesa Reporter, Del Rio News-Herald, Waxahachie Light,* all Texas, and *Miami* (Okla.) *News-Record.* See also KTOK Oklahoma City, Okla.

KGNC, Amarillo—Licensed to Plains Broadcasting Co. 80% of stock owned by Globe News Publishing Co. Inc. publisher of *Amarillo News* and *Globe-Times.* Same interests also control *Lubbock Avalanche* and *Journal.* See KFYO Lubbock.

KREL, KREL-FM, Baytown—Licensed to Tri-Cities Broadcasting Co. President Robert Matherne is stockholde in *Baytown Sun.*

KRIC, KRIC-FM, Beaumont—License to Enterprise Co., publishers Beaumont *Enterprise* and *Journal.*

KBST, Big Spring—Licensed to th Big Spring Broadcasting Co., affil ated with the *Big Spring Heral* See KRBC Abilene.

KFYN, Bonham—Licensed to Bonha Publishing Co., publisher of *Bonha Favorite.*

KCAR, Clarksville—Licensed to Texo Broadcasting Co. Reagan Hurt, 33⅓% owner, publisher of weekly *Clarksville Times.*

KMCO, Conroe—Licensed to Montgomery County Broadcasting Co. Stockholder D. C. Norton owns weekly *Conroe Courier.*

KRLD, KRLD-FM, Dallas—Licensed to KRLD Radio Corp.; subsidiary of Times Herald Printing Co., publishers *Dallas Times-Herald.*

WFAA, Dallas—Licensed to A. H. Belo Corp., publisher of the *Dallas News.*

KROD, El Paso—Licensed to the Roderick Broadcasting Corp., Dorrance D. Roderick, president, is also majority stockholder of *El Paso Times.*

WBAP, WBAP-FM, Fort Worth—Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram.*

KGAF, Gainesville — Licensed to Gainesville Broadcasting Corp. President Joe M. Leonard is part owner of *Gainesville Register.*

KATL, Houston—Licensed to Texas Broadcasters Inc. Affiliated with *Houston Press* (no interlocking ownership).

KPRC, KPRC-FM, Houston—Licensed to Houston Post Co., publisher of *Houston Post.*

KTRH, KTRH-FM, Houston—Licensed to KTRH Broadcasting Co., subsidiary of Houston Chronicle Pub. Co., publisher of *Houston Chronicle.*

KPET, Lamesa—Licensed to R. O. Parker, R. A. Woodson and W. J. Beckham. Mr. Woodson, 37% owner, is half-owner of *Lamesa Reporter* and 5% owner of *Brownwood Bulletin.*

KLVT, Levelland—Licensed to Herald Broadcasting Co. Forrest Weimhold, owner, also owns *Hockley County Herald* (Levelland), and *Morton* (Tex.) *Tribune.*

KFYO, Lubbock—Licensed to Plains Radio Broadcasting Co. Same interests publish *Lubbock Avalanche* and *Journal.* See KGNC Amarillo.

KGNB, New Braunfels—Licensed to Comal Broadcasting Co. Charles W. Scruggs, president and 40% stockholder, owns *New Braunfels Herald.*

KRIG, Odessa—Licensed to Oil Center Broadcasting Co., part owned (25%) by Barney Hubbs, chief owner of *Pecos* (Tex.) *Enterprise.* See KIUN Pecos, KVLF Alpine.

KPDN, Pampa—Licensed to Freedom Newspapers Inc., publisher of *Pampa News.*

KIUN, Pecos—Licensed to Jack W. Hawkins and Barney H. Hubbs. Mr. Hubbs is chief owner of *Pecos* (Tex.) *Enterprise.* See KRIG Odessa, KVLF Alpine.

KGKL, San Angelo—Licensed to KGKL Inc. Ownership affiliated with *San Angelo Standard-Times.*

KTSA, KTSA-FM, San Antonio—Licensed to Sunshine Broadcasting Co., owned by *San Antonio Express* and *News.*

EVA, Shamrock—Licensed to Shamrock Broadcasting Co. Albert Cooper, 20% stockholder of station, owns 52% of weekly *Shamrock Texan* and *Wheeler Times.*

KXOX, Sweetwater — Licensed to Radio & News Inc. Owned by J. S. McBeath, owner of *Sweetwater Reporter.*

TEM, KTEM-FM, Temple—Licensed to Bell Broadcasting Co. Frank W. Mayborn, president and 85% owner, also president and 95% owner of Bell Pub. Co., publisher of *Temple Telegram.*

CMC, KCMC-FM, Texarkana — Licensed to KCMC Inc., identified with ownership of *Texarkana Gazette* and *News.*

VWC, Vernon—Licensed to Northwestern Broadcasting Co. R. H. Nichols, 49% owner, is president and editor of *Vernon Record.*

KTBB, Tyler—Licensed to Blackstone Broadcasting Co. whose principal owners are also principal owners of *Tyler Courier-Times* and *Telegraph.*

KTRN, Wichita Falls — Licensed to Texoma Broadcasting Co. Owned 50% by Times Publishing Co., publisher of *Wichita Falls Record-News* and *Times.*

UTAH

KLO, Ogden—Licensed by Interstate Broadcasting Corp.; majority stock owned by A. L. Glasman, publisher of *Ogden Standard-Examiner.*

KALL, Salt Lake City—Licensed to Salt Lake City Broadcasting Co., 50% owned by Telegram Pub. Co., subsidiary of Salt Lake Tribune Publishing Co., publisher of *Salt Lake City Tribune* and *Telegram.*

VIRGINIA

WPIK, Alexandria—Licensed to Potomac Broadcasting Corp. C. C. Carlin Jr., publisher of the *Alexandria Gazette,* is stockholder.

WDVA, Danville—Licensed to Virginia-Carolina Broadcasting Co. Publisher of *Danville Register* is stockholder.

WGH, WGH-FM, Newport News—Licensed to Hampton Roads Broadcasting Corp.; 75% of stock owned by Daily Press Inc., publisher of *Newport News Press* and *Times-Herald;* 25% by Edward E. Bishop.

WTAR, WTAR-FM, Norfolk—Licensed to WTAR Radio Corp.; subsidiary of Norfolk Newspapers Inc., publisher of *Norfolk Virginian - Pilot* and *Ledger-Dispatch.*

WRNL, WRNL-FM, Richmond — Licensed to Richmond Newspapers, Inc., publisher of *Richmond Times-Dispatch* and *News Leader.*

WDBJ, WDBJ-FM, Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times* and *World-News.*

WASHINGTON

KPUG, Bellingham—Licensed to KPUG Inc., owned 50% by Jessica L. Longston, publisher of weekly *Burley* (Ida.) *Bulletin* and *St. Helens* (Ore.) *Sentinel Mist.* See KBIO, Burley, Ida.

KWLK, KWLK-FM, Longview — Licensed to Twin City Broadcasting Corp.; 72% of stock owned by Longview Pub. Co., publisher of *Longview News.*

KSEM, Moses Lake—Licensed to KSEM Inc., owned 56% by Jessica L. Longston, publisher of weekly *Burley* (Ida.) *Bulletin* and *St. Helens* (Ore.) *Sentinel Mist.* See KBIO, Burley, Ida.

KONP, Port Angeles—Licensed to Radio Pacific, Inc., subsidiary of *Port Angeles News.*

KING, Seattle — Licensed to KING Bcstg. Co., 25% owned by Hearst Corp., subsidiary of Hearst Newspapers, publisher of *Seattle Post-Intelligencer* and other newspapers. See WBAL Baltimore.

KHQ, Spokane—Licensed to KHQ Inc. Same ownership as *Spokane Chronicle.*

KNEW, Spokane—Licensed to Inland Empire Broadcasting Co. Scripps Newspapers Inc., 24% owner, publisher of *Pocatello* (Ida.) *State Journal, Coeur d'Alene* (Ida.) *Press, Provo* (Utah) *Herald, The Dalles* (Ore.) *Chronicle.* See also KEYY, *Pocatello, Ida.,* and KVNG, Coeur d'Alene, Ida.

KTNT, KTNT-FM, Tacoma—Licensed to the Tribune Publishing Co., publisher of *Tacoma News-Tribune.*

KVAN, Vancouver—Licensed to Vancouver Radio Corp.; controlled by Sheldon F. Sackett, publisher of *Coos Bay Times,* 95% owner of KOOS, Coos Bay, and sole owner of KROW, Oakland, Calif.

WEST VIRGINIA

WHIS, Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Telegraph* and *Sunset News.*

WDNE, Elkins—Licensed to West Virginia Radio Corp. (See WAJR Morgantown, W. Va., WJER Dover, Ohio).

WMMN, Fairmont—See WGBS, Miami, Fla.

WVVW, WJPB (FM), Fairmont—Licensed to Fairmont Broadcasting Co. J. Patrick Beacom, owner, publishes *Mannington* (W. Va.) *Times.*

WSAZ Huntington—Licensed to WSAZ Inc., 89% of stock owned by Huntington Publishing Co., publisher of *Huntington Herald-Dispatch* and *Advertiser.*

WLOG, WLOG-FM, Logan—Licensed to Clarence H. Frey, publisher of the *Logan Banner,* and Robert O. Greever, partners.

WAJR, WAJR-FM, Morgantown — Licensed to West Virginia Radio Corp. Mrs. A. J. R. Greer, president, owns stock in West Virginia Publishing Co., publishers of *Morgantown Post* and *Dominion News; New Martinsville Wetzel Republican.* (See WJER Dover, Ohio, and WDNE Elkins, W. Va.)

WPAR, WPAR-FM, Parkersburg—Licensed to Ohio Valley Broadcasting Corp., owned by News Publishing Co., publishers of the *Intelligencer* and *News-Register,* Wheeling, and other W. Va. newspapers.

WBRW, Welch—Licensed to McDowell Service Co.; ownership includes W. R. Keyser, 25 shares, editor *Welch Daily News;* Clarence H. Frey, 25 shares, publisher, *Logan Banner.*

WWVA, WWVA-FM, Wheeling — See WGBS, Miami, Fla.

WISCONSIN

WATK, Antigo—Licensed to Antigo Broadcasting Co. Artemas F. Berner, 90% owner, is co-publisher of weekly *Antigo Journal.*

WGEZ, Beloit — Licensed to Beloit Broadcasting Co., owned by Sidney H. Bliss and family, owners of *Janesville* (Wis.) *Gazette.* See WCLO, Janesville, Wis.

WEAU, WEAU-FM, Eau Claire — Licensed to Central Broadcasting Co.; 25% of stock owned by Eau Claire Press Co., publisher of *Eau Claire Telegram* and *Leader;* 54⅓% owned by Morgan Murphy (and wife), publisher of *Superior Telegram.* See WEBC Duluth, Minn.

KFIZ, Fond du Lac—Licensed to KFIZ Broadcasting Co. Same owners as *Fond du Lac Commonwealth Reporter.*

WJPG, WJPG-FM, Green Bay—Licensed to the Green Bay Newspaper Co., publisher of *Green Bay Press Gazette.*

WCLO, WCLO-FM, Janesville — Licensed to Southern Wisconsin Radio Inc., subsidiary of Gazette Printing Co., publisher of *Janesville Gazette.* See also WGEZ, Beloit, Wis.

WKTY, LaCross—Licensed to LaCrosse Broadcasting Co., affiliated with *LaCrosse Tribune.*

WIBA, WIBA-FM, Madison—Licensed to Badger Broadcasting Co., Inc.; 66⅔% owned by the Capital Times Co., publisher of *Madison Capital Times.* Other stockholders and directors include officers of the Wisconsin State Journal Publishing Co., publishers of the *Wisconsin State Journal* (Lee Syndicate). See KGLO, Mason City, Ia.

WISC, WISC-FM, Madison—Licensed to Radio Wisconsin, Inc., controlled by Morgan Murphy, publisher of *Superior* (Wis.) *Telegram* See WEBC Duluth, Minn.

WIGM, Medford—Licensed to Radio Station WIGM Inc. Major stockholders Harold R. Murphy and Harvey J. Kitz own Northshore Publishing Co., publisher of weekly *Shorewood Herald* and *Whitefish Bay Herald,* Wis.

WEMP, WEMP, Milwaukee—Licensed to Milwaukee Broadcasting Co. Owned 40% by Mid Continent Radio-Television Inc. Mid Continent is 50% owned by Northwest Publications Co. (Ridder interests). For other Ridder newspapers, see WCCO, Minneapolis.

WISN, WISN-FM, Milwaukee — Licensed to Hearst Corp. Affiliated with *Milwaukee Sentinel.* For other Hearst Newspapers see WBAL Baltimore, Md.

WTMJ, Milwaukee—Licensed to The Journal Co., publisher of *Milwaukee Journal.*

WPDR, Portage—Licensed to Portage Bcstg. Co. W. T. Comstock, president and 92% stockholder, is general manager and majority stockholder of Comstock Pub. Co., publisher of *Portage Register & Democrat.*

WRJN, WRJN-FM, Racine—Licensed to Racine Broadcasting Corp. Same ownership as *Racine Journal-Times.*

WTCH, Shawano—Licensed to Shawano County Leader Pub. Co., publisher of *Shawano Leader.*

WHBL, WHBL-FM, Sheboygan — Licensed to WHBL Inc. Press Publishing Co., publisher of *Sheboygan Press,* owns 100% of preferred stock.

WOKW, Sturgeon Bay—Licensed to Door County Radio Co. President Sumner J. Harris is publisher of weekly *Door County Advocate.*

WDSM, Superior—Licensed to Ridson Inc., which is owned by Northwest Publications (Ridder Publications Inc.). Affiliated with *Duluth Herald* and *News-Tribune.* For other Ridder publications see WCCO, Minneapolis, Minn.

WFHR, WFHR-FM, Wisconsin Rapids—Licensed to Wm. F. Huffman Radio, Inc. Mrs. Huffman is principal owner Wisconsin Rapids Tribune Co., publishers *Wisconsin Rapids Tribune.*

WYOMING

KVOC, Casper — Licensed to KVOC Broadcasting Co. Affiliated through stockholders with *Casper Tribune-Herald.*

KFBC, Cheyenne—Licensed to Frontier Bcstg. Co.; Ownership affiliated with Cheyenne Newspapers Inc., publishers of the *Wyoming Eagle* and *State Tribune.*

KOVE, Lander—Licensed to Edward J. Breece, publisher of semi-weekly *Wyoming State Journal.*

KRAL, Rawlins—Licensed to Rawlins Broadcasting Co., affiliated with *Rawlins Times.*

ALASKA

KENI, Anchorage—Licensed to Midnight Sun Bcstg. Co. See KFAR.

KFAR, Fairbanks—Licensed to Midnight Sun Broadcasting Co.; controlled by the estate of the late A. E. Lathrop, also publisher of the *Fairbanks News-Miner.*

HAWAII

KHBC, Hilo—Licensed to Hawaiian Broadcasting System Ltd. See KGMB Honolulu.

KGMB, Honolulu—Licensed to Hawaiian Broadcasting System Ltd.; 24% of stock owned by *Honolulu Star-Bulletin;* 56% of stock by Consolidated Amusement Co. Ltd.; 20% by Corp. of the President of the Church of Jesus Christ of Latter Day Saints.

KGU, Honolulu—Licensed to Advertiser Publishing Co. Ltd., publisher of *Honolulu Advertiser.*

KTOH, Lihue—Licensed to Garden Island Publishing Co. Ltd., publisher of *Garden Island* (weekly).

KMVI, Wailuku, Maui—Licensed to Maui Publishing Co., Ltd., publisher of *Maui News.*

XUM

Group Ownership

(Continued from page 46)

ROY HOFHEINZ STATIONS — KTHT Houston, KSOX Harlingen, KACE Dallas, all Texas; WILD Birmingham (minority interest).

BIRNEY IMES JR. STATIONS—WCBI Columbus, WMOX, WMOX-FM Meridian, WELO Tupelo, WNAG Granada, WROX Clarksdale, all Mississippi.

INLAND RADIO INC. STATIONS—KBKR, Baker, KLBM, LaGrande, and KSRV, Ontario, all in Oregon. Principal owner: Olive B. Cornett, 50%; Lee W. Jacobs, president and part owner. Headquarters: KBKR, Baker, Ore.

JORDAN - GAILLARD - THIELENS STATIONS — WNPT Northport, WXAL Demopolis, WPBB Jackson, and WJBB Haleyville, all Alabama. Owned by W. M. Jordan, T. H. Gaillard Jr. and W. P. Thielens. Thielens.

EDWARD LAMB ENTERPRISES INC.—WHOO-AM-FM Orlando, Fla.; WTOD and WTRT (FM) Toledo, Ohio; WIKK Erie, Pa. Edward Lamb, president; Frank Oswald, vice president. Headquarters: 500 Security Bldg., Toledo. New York Office: Hotel Barclay, Bernard H. Pelzer, national sales director.

RICHARD FIELD LEWIS JR. STATIONS—WINC and WRFL (FM) Winchester, Va., and WHYL Carlisle, Pa., and 60% of WFVA Fredericksburg, Va.

J. G. LONG STATIONS—KIOX Bay City, KVIC Victoria and KTLW Texas City, all in Texas. (Long Texas Group, a package unit).

JOHN J. LOUIS STATIONS—KTAR, Phoenix, KVOA Tucson, KYUM, YUMA, KYCA, Prescott, all in Arizona. Dick Lewis, general manager.

WENDELL MAYES STATIONS—KBWD Brownwood, KNOW Austin and 50% of KSNY Snyder, all Texas; 25% interest in KTOK Oklahoma City, and KFDA Amarillo, Tex.

McCAW-KEATING STATIONS — J. Elroy McCaw and John D. Keating own (50% each) KPOA Honolulu and KILA Hilo, Hawaii, and KYA San Francisco. Mr. McCaw also owns KRSC Seattle and KORC Mineral Wells, Tex., half interest in KELA Centralia, Wash.; and minority interests in KYAK Yakima and KALE Richland, Wash., and KLZ Denver.

McCLATCHY BROADCASTING CO. — (Owned by McClatchy Newspapers, publisher of the **Sacramento Bee, Fresno Bee, and Modesto Bee**): KFBK, KFBK-FM, Sacramento; KMJ KMJ-FM, Fresno; KWG, Stockton; KERN, KERN-FM, Bakersfield; KBEE (FM), Modesto; KOH, Reno, Nev. Headquarters: 21st & Q Sts., Sacramento 4. President: Eleanor McClatchy.

McCLUNG STATIONS—KHSL, KVCI (FM), Chico; KYOS, KVME(FM), Merced; KVCV, KVRE(FM), Redding, all California.

MIDNIGHT SUN-AURORA BROADCASTING SYSTEM—KFAR Fairbanks, KENI Anchorage, KJNO Juneau, KABI Ketchikan, all Alaska. Miriam Dickey, president, Midnight Sun Broadcasting Co. Austin G. Cooley, president, Aurora Broadcasters Inc.

MIDWESTERN BROADCASTING CO. STATIONS—(Controlled by Les Biederman) WTCM Traverse City, WATT Cadillac, WATC, Gaylord, WATZ Alpena, and WMBN Petoskey, all in Michigan.

MORGAN MURPHY-WALTER C. BRIDGES STATIONS—WEBC, Duluth; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WISC, Madison, Wis. Mr. Murphy also has an interest in KVOL, Lafayette, La. Mr. Bridges has interest in WJMC, Rice Lake, Wis.

NBC OWNED AND OPERATED STATIONS — WNBC, WNBC-FM, New York; WRC, WRC-FM, Washington; WMAQ, WMAQ-FM, Chicago; WTAM, WTAM-FM, Cleveland; KNBC, KNBC-FM, San Francisco. All members of NBC network; all represented by NBC Spot Sales.

NUNN STATIONS—WLAP, Lexington, Ky.; WCMI, Ashland, Ky.-Huntington, W. Va.; WBIR, Knoxville, Tenn. Headquarters: Radio Bldg., Lexington, Ky. J. Lindsay Nunn, chairman of the board; Gilmore N. Nunn, president and general manager. Represented nationally by John E. Pearson Co. and The Bolling Co.

JAMES H. OTTAWAY STATIONS—WENE, Binghamton-Endicott, N. Y.; WDOS Oneonta, N. Y.; WVPO Stroudsburg, Pa.

PAGLIN-RAY STATIONS—WBOK New Orleans, KAOK Lake Charles, WXOK Baton Rouge, all Louisiana. Owned jointly by Jules J. Paglin and Stanley W. Ray.

PEOPLES BROADCASTING STATIONS (Farm Bureau Insurance Co.)—WRFD Worthington, Ohio; WOL-AM-FM Washington, D. C., and request pending FCC approval for purchase of WTTM Trenton, N. J.

JOHN H. PERRY STATIONS—WCOA, Pensacola, Fla.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla., and 40% in WNDB Daytona Beach. Mr. Perry died Dec. 4, 1952.

RAHALL STATIONS — WKAP, Allentown, Pa.; WNAR, Norristown, Pa.; WWNR, Beckley, W. Va.; N. Joe Rahall, president.

ADELINE B. RINES STATIONS—WRDO Augusta, WLBZ Bangor, and WCSH Portland, all in Maine.

DEE RIVERS STATIONS — WEAS, Decatur; WJIV, Savannah; WGOV-, WGOV-FM, Valdosta, all in Georgia; KWEM, West Memphis, Ark. E. D. Rivers Jr., owner.

E. D. RIVERS SR. STATIONS—WLBS, Birmingham; WOBS, Jacksonville; WMIE, Miami; WGAA, Cedartown, Ga. (minority interest).

JAMES RIVERS STATIONS — WMJM, Cordele; WJAZ, Albany; WTHJ, East Point; WACL, Waycross, all in Georgia. Latter two stations are controlled by Mr. Rivers.

CECIL W. ROBERTS STATIONS — KCLO Leavenworth, Kan.; KREI Farmington, Mo.; KNEM Nevada, Mo.; KCHI Chillicothe, Mo., and KCRB Chanute, Kan.

AARON B. ROBINSON STATIONS—WDXE Lawrenceburg, Tenn. (owner); WDXI Jackson, WTPR Paris and WENK Union City, Tenn. (majority stockholder); WMCA Corinth, Miss. (45.84% owner).

ROUNDSAVILLE STATIONS — Comprising WBAC Cleveland and WBEJ Elizabethton-Johnson City, Tenn.; WQXI Atlanta, Ga.; WLOU, Louisville, Ky. Available on package basis. Information from R. W. Rounsaville, WQXI, Atlanta.

RURAL RADIO NETWORK STATIONS (all FM)—WFNF Wethersfield, WVBT Bristol Center, WVCN De Ruyter, WVCV Cherry Valley, WHVA Poughkeepsie, all New York.

SHELDON F. SACKETT STATIONS—KROW Oakland, Calif.; KVAN Vancouver, Wash.; KOOS Coos Bay, Ore.

CHARLES SAWYER STATIONS — WING Dayton, WCOL Columbus, WIZE Springfield (52%), all Ohio.

SCRIPPS-HOWARD GROUP—Scripps-Howard Radio Inc. is licensee of WCPO-FM Cincinnati, WNOX, Knoxville. Memphis Publishing Co., is licensee of WMC, WMCF-FM Memphis, all of which are operated separately. Officials: Jack R. Howard, 230 Park Ave., New York, president; Richard B. Westergaard, vice president and general manager, WNOX; Mortimer C. Watters, vice president and general manager, WCPO, WCPO-FM. Henry W. Slavick is general manager of WMC, WMCF-FM.

SEATON STATIONS — KMAN, Manhattan and KGGE, Coffeyville, Kans.; KHAS, Hastings, Neb. Owned by Fred A. and Richard M. Seaton.

STAUFFER PUBLICATIONS STATIONS — KSEK Pittsburg and KSOK Arkansas City, Kan., KGFF Shawnee, Okla.

STEINMAN STATIONS—WGAL, WGAL-FM, Lancaster; WKBO, Harrisburg; WORK, York; WRAW, Reading; WEST, WEST-FM Easton, all Pa.; WDEL, WDEL-FM, Wilmington, Del. Headquarters: 8 West King St., Lancaster, Pa. Clair R. McCollough, general manager.

STORER BROADCASTING CO. STATIONS—WJBK, WJBK-FM Detroit; WSPD, WSPD Toledo; WWVA, WWVA-FM Wheeling, W. Va.; WMMN Fairmont, W. Va.; WAGA, WAGA-FM Atlanta; WGBS, WGBS-FM Miami; WSAI, WSAI-FM Cincinnati. George B. Storer, president; J. Harold Ryan, vice president and treasurer; Lee B. Wailes, executive vice president; Stanton P. Kettler, Southern District vice president; William E. Rine, Central District vice president; John B. Poole, secretary; Glenn G. Boundy, director of engineering. Headquarters: 199 Pierce St., Birmingham, Mich. New York office: 488 Madison Ave. Tom Harker, vice president and national sales director; Arthur C. Schofield, advertising and sales promotion manager. Chicago office: 230 N. Michigan Ave. Robert C. Wood, midwest national sales manager.

TEDESCO STATIONS—WKLJ Sparta, Wis.; WCOW St. Paul, WKLK Cloquet, NEW Hutchinson, all Minn. Headquarters: WCOW St. Paul. Albert S. Tedesco.

TEXAS STATE NETWORK OWNED STATIONS—KFJZ Fort Worth, KABC San Antonio, KRIO McAllen, WACO Waco, all in Texas. Headquarters: Fort Worth. Gene Cagle, president and general manager.

B.F.J. TIMM STATIONS — WMFS Chattanooga, Tenn.; WDNG Douglas, Ga.; WGAA Cedartown, Ga.; WLBS Birmingham, Ala. Mr. Timm has controlling interest in all stations except WLBS.

UNITED BROADCASTING CO. — WOOK, WFAN (FM), Washington; WANT, Richmond, Va.; WARK, Hagerstown, Md.; WSID, Baltimore; WINX, Rockville, Md.; WJMO Cleveland, Ohio. Richard Eaton, president. New York office: 507 Fifth Ave. Robert L. Wittig, manager.

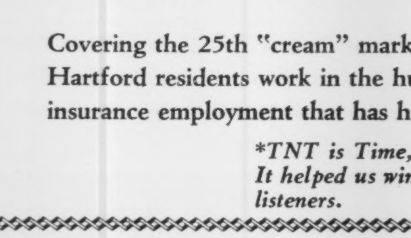
UNIVERSAL BROADCASTING CO. — WISH, Indianapolis; WHBU, Anderson; WANE, Ft. Wayne; WHOT, South Bend, all in Indiana. C. Bruce McConnell, president.

UPPER MICHIGAN-WISCONSIN BCSTG CO. — WJMS Ironwood, Mich.; WATW Ashland, Wis.; WIKB Iron River, Mich.

WM. J. WAGNER STATIONS—KFQD, Anchorage; KFRB, Fairbanks; KINY, Juneau; KTKN, Ketchikan, KIFW Sitka, and KIBH, Seward, all in Alaska.

→**WESTINGHOUSE RADIO STATIONS INC.**—Operating WBZ, WBZ-FM, Boston; WBZA, WBZA-FM Springfield, Mass.; WBOS, Boston (International); KDKA, KDKA-FM, Pittsburgh; KYW, KYW-FM Philadelphia; WOWO, WOWO-FM, Fort Wayne KEX, KEX-FM, Portland, Ore. A subsidiary o Westinghouse Electric Corp. Headquarters: 1625 K St., N. W., Washington 6, D. C. Telephone: Sterlin 0903. Officers: Joseph E. Baudino, vice presiden and general manager; Eldon Campbell, general sale manager; W. B. McGill, advertising manager; Gordon Hawkins, program and educational director F. J. Schneider, industrial relations manager; I. C Ruby, auditor; Ralph N. Harmon, engineering manager; George E. Hagerty, asst. engineering manager D. A. Myer, technical-field director; John W. Steen legal representative.

J. W. WOODRUFF STATIONS — WATL Atlanta WRBL, Columbus, WGPC, Albany, all Georgia.



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(For Executives of CBS, Radio Division, see page 38)

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INTERNATIONAL NEWS SERVICE—235 E. 45th St., New York. Tel.: Murray Hill 7-8800. Executives: Seymour Berkson, general manager; Barry Faris, editor; Robert W. Brown, business manager; Frank J. Nicht, general sales manager; Robert H. Reid, manager, INS-INP-TV Dept.; John M. Cooper, radio-TV news director (worldwide news, feature scripts, daily and weekly TV newsreels, TV wire service, musical and entertainment film packages for TV, Super-Projectall, spot news and feature photos.)

PRESS ASSOCIATION (Associated Press subsidiary)—50 Rockefeller Plaza, New York. Tel.: Plaza 7-1111; Frank J. Starzel, president; Oliver Gramling, vice president; Lloyd Stratton, secretary.

PRESS NEWS LIMITED — Subsidiary of Canadian Press, 55 University Ave., Toronto 1, Ont., Tel.: Empire 4-2692; Gillis Purcell, chief executive; Charles Edwards, manager; C. A. Day, treasurer. (worldwide news and features to radio stations by teletype.)

REUTERS LTD. OF LONDON—Times Building, 229 W. 43d St., New York. Tel.: Bryant 9-8558. D. K. Rogers, manager.

UNITED PRESS ASSOCIATIONS—220 E. 42d St., New York. Tel.: Murray Hill 2-0400. Officers: Hugh Baillie, president and general manager; Earl J. Johnson, vice president and general news manager; Jack Bisco, vice president and general business manager; LeRoy Keller, vice president & general sales manager; John J. Madigan, radio news manager; A. F. Harrison, special representative, Washington, D. C. (news, feature scripts, dramatized feature scripts, sports commentaries, business news, research, suggested programs, also television news shows.)

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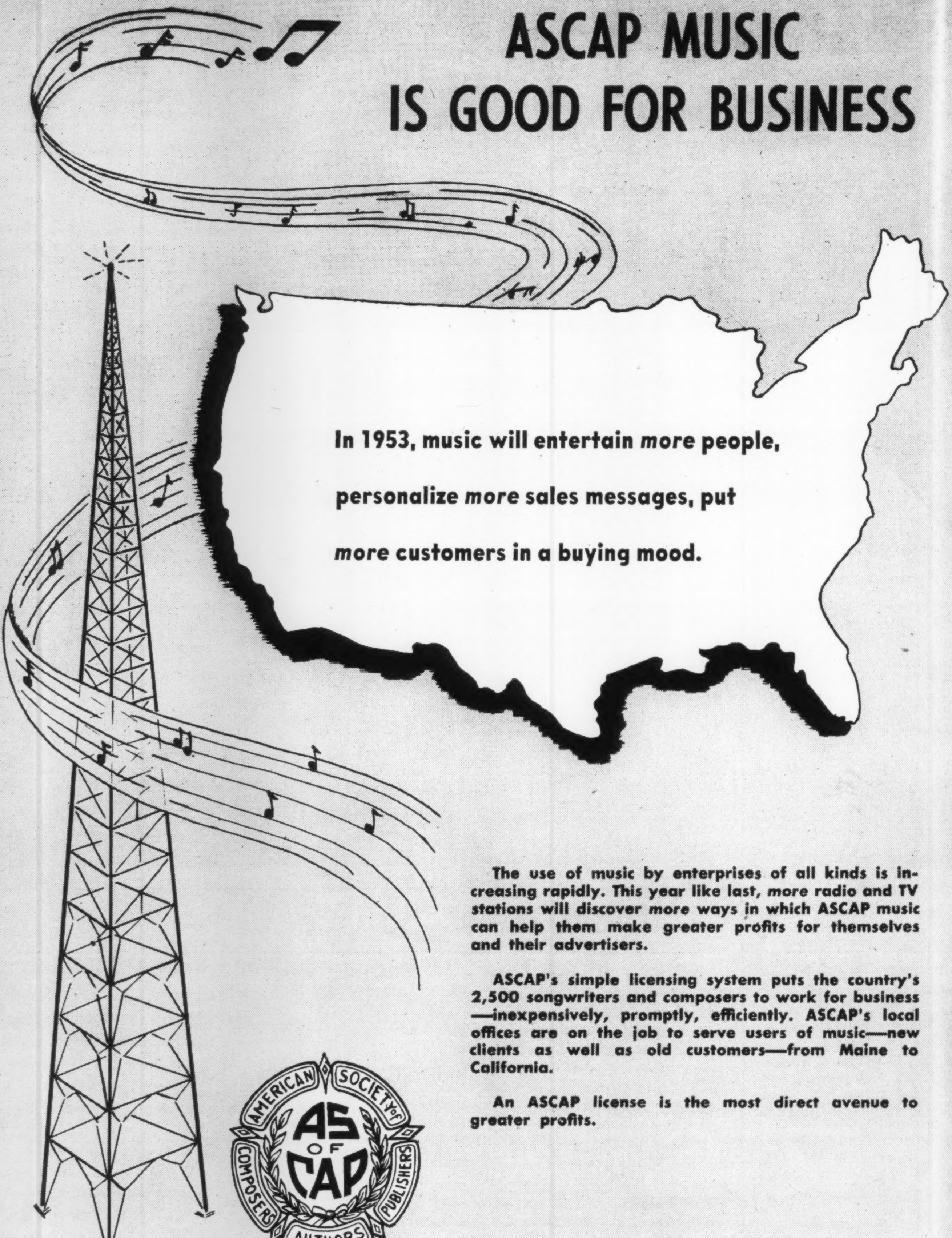

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Directory of
AM and FM STATIONS OF THE UNITED STATES

(For complete listing of TV Stations see TELECASTING Yearbook)

ALABAMA

City all Letters stablished	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Li- brary, News Service Transmitter
BERTVILLE							
WAVU 1948	630 500-D	Sand Mt. Bcstg. Co. P. O. Box 250 630	Alabama	Pat M. Courington, o & gm Bob H. Riseling, cm	Mel Evans, pd & sd Robert Finney, fd	Bill Hoffman, ce Jesse Culp, fd	Wld. AP G
WAVU-FM 1949	*Ch. 286 (B)* *105.1mc* *4.5kw*						
EXANDER CITY							
WRFS 1947	1050 1,000-D	Piedmont Service Corp. 12 Main St. 1050	KBS Sears & Ayer	James L. Coley, p Jim Whatley, gm, cm, ce & pmm.	Bob McKinnon, pd, nd & fd	Bill Buchannon, sd Charlene Price, wd	Wld. UP Ray.
WRFS-FM 1949	*Chan. 291 (B)* *106.1mc* *4.6kw*						
DALUSIA							
WCTA 1946	1340 250	Andalusia Bcstg. Co. Sanford Rd. 1100	MBS, KBS Walker	J. Dige Bishop, exec. vp, gm, & cm Kristine Hardage, pd	Joe Osgatharp, ce & sd Don Cook, pmm	Howell Pebworth, nd & fd Barbara Nicholson, wd	Wld. AP RCA
WCTA-FM 1950	*Chan. 251 (B)* *98.1mc* *10kw*						*Wld.* *AP* *Col.*
WLSA (CP)	920 1,000-D	Montezuma Bcstg. Co.					
NISTON							
WANA (CP)	1490 250	Anniston Radio Co. ℅ Edwin Estes P. O. Box 937 Gadsden, Ala.					
WHMA 1938	1450 250	Anniston Bcstg. Co. Inc. Radio Bldg. 2380	ABC, Ala. Bcstg. Sears & Ayer	Harry M. Ayers, p Malcolm Street, gm & sd W. Hall Wray, cm	Rosamond Ponder, pd James A. Hudson, ce Frank Burgess, pmm	DeWitt Carmichael, nd Teena Taylor, wd	Wld. UP Col.
WHMA-FM 1947	*Chan. 263 (B)* *100.5mc* *3.65kw*						*Wld.* *UP* *GE*
WSPC 1949	1390 5,000-D 1,000-N-DA-N	Model City Bcstg. Co., Inc. Jefferson Davis Hotel 1850	MBS Walker Dora-Clayton	W. S. Weatherly, p & gm John M. Orrison, cm Rosebud Waldrop, pd Winfred B. Kennedy, ce	Joseph H. McLeskey Jr., pmm Bill Hagler, nd S. A. Matthews, fd	Bill Mapes, sd Sara F. Jackson, wd	St. AP Col.
HENS							
WJMW 1948	1010 250-D	Athens Bcstg. Co. Inc. P. O. Box 386 565	South East., Ala. Net.	Homer F. Dunnavant, p gm & cm	Robert V. Dunnavant, pd, pmm, nd, fd & sd	Wm. G. Mitchell, ce Marjorie Jones, wd	.... AP G
MORE							
WATM 1949	1580 250-D	Southland Bcstg. Co. 59 Post Office 50	South Eastern	Tom C. Miniard, co-o, gm, ce & fd	Gladys L. Ingram, co-o Lillian Miller, cm & wd	Julia E. Miniard, pd Billy McGill, sd & nd	.... AP RCA
BURN							
WAUD 1947	1230 250	Auburn Bcstg. Co. Box 350 1240	ABC	Elmer G. Salter, p, g & cm & sd	Earl P. Andrews, pd, pmm & nd	Ted Bellon, ce O'Neill Frost, fd Barbara Smith, wd	Assoc. AP G
SSEMER							
WBCO 1950	1450 250	The Bessemer Bcstg. Co. Inc. 1720 Third Ave. 5-5241	.... Forjoe, Dora-Clayton	J. E. Lanier, p & gm Hal Falter, cm	Bruce Payne Jr., pd Jack Warden, ce	Kenneth Wood, pmm	L-W .... Ray.
RMINGHAM							
WAPI 1922	1070 10,000-D 5,000-N-DA-N	The Television Corp. 701 Protective Life Bldg. 3-8116	CBS CBS Radio Spot Sales	Ed Norton, chmn. of bd Thad Holt, p & treas. Ernest H. Mitchell Jr., bus. m Lionel Baxter, oper m, cm, pd & pmm	James L. Evans, ce Norman S. Hurlen, asst. ce Dave Campbell, nd	Clint Blakely, fd Maury Farrell, sd Mimi Dennis, wd	Wld. UP RCA
WAFM *(FM)* 1947	*Ch. 258 (B)* *99.5mc* *53kw*	*(WAPI, AM Affiliate)*					.... *WE*
WAFM-TV 1949		The Television Corp. 701 Protective Life Bldg. 3-8116		(For full information see TELECASTING Yearbook)			
WBRC 1925	960 5,000 DA-N	Birmingham Bcstg. Co. 1727½ 2nd Ave., N. 4-7741	NBC Raymer	Eloise H. Hanna, p G. P. Hamann, gm & tech. dir. H. Callaway, cm	Bob Tamblyn, pd John Orr, pmm Don Norman, nd	Jay Kirby, fd Joe Brewer, sd Mary Badham, wd	Cap. AP, INS. RCA
WBRC-TV 1949		Birmingham Bcstg. Co 1727½ 2nd Ave. N. 4-7741		(For full information see TELECASTING Yearbook)			
WCRT (CP)	1260 1,000-D	Chapman Radio & TV Co.					
WEDR 1949	1220 1000-D	Magic City Bcstg. Co., Inc. 1417 4th Ave., N. 40925	.... McGillvra	J. L. Doss, p (Mrs.) Leah L. Doss, vp John A. Thompson, secy-treas., g & cm	(Mrs.) Carolyn Mardis, pd John F. Cram, ce	Walter Anglin, nd Mrs. R. J. Pope, wd	.... UP Ray.
WILD 1946	1490 250 CP 850kc 5,000-D 1,000-N	Pilot Bcstg. Corp. Essex House 53-4977	MBS H-R Reps.	George A. Mattison Jr., p Don D. Campbell, gm J. B. Roberts, cm	Charles White McGehee, pd Ray Lowery, ce	Vince Randolph, nd George Bell, sd Mary Sue McMillan, wd	....

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ALABAMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. L rary, Ne Service Transmit
BIRMINGHAM (Cont'd)							
WJLD 1942	1400 250	Johnston Bcstg. Co. P. O. Box 5767 54-3466	Interstate United Newspapers	George Johnston Jr., p James E. Connolly, gm Bill Borthwick, cm	Jane Martindale, pd Faye Von Tress, pmm & wd	Maurice E. McKinney, ce Bob Umbach, n & sd Duke Rumore, fd	AP Col.
WJLN (FM) *1948*	*Ch. 284 (B)* *104.7mc* *23kw*	*(WJLD, AM affiliate)*					*AP* *RCA*
WJLD-TV (CP)		Johnston Bcstg. Co. P. O. Box 5767 54-3466		(For full information see TELECASTING Yearbook)			
WLBS 1946	900 1,000-D	WLBS Inc. 216½ N. 21st St. 54-2541	.... Holman	B. F. J. Timm, p Ed Rayfield, gm	S. H. Strickland, tech. d	Jack Jackson, pd	Col.-G
WSGN 1926	610 5,000-D 1,000-N-DA-N	The Birmingham News Co. P. O. Box 2553 4-3434	ABC Alabama Blair Cummings	Henry P. Johnston, mgng. d B. W. Randa, m of gen. sales Herbert Martin Jr., slm	Ray A. Furr, m of sta. opers. Robert D. Williams, pd James Chenoweth, pmm	J. V. Sanderson, ce Gene Proctor, nd Boyd Evans, fd Bill Ward, sd	Thes. AP RCA
WSGN-FM *1947*	*Chan. 229 (B)* *93.7mc* *56kw*						
WSGN-TV (CP)		The Birmingham News Co. P. O. Box 2553 4-3434		(For full information see TELECASTING Yearbook)			
WVOK 1947	690 50,000-D-DA	Voice of Dixie, Inc. P. O. Box 2468 6-2924	Radio Reps.	Iralee W. Benns, p & gm C. M. Brennan, vp W. E. Benns Jr., secy-treas.	Ira Leslie, natl sld, pd & pmm William J. Brennan, cm & ce	Dan Brennan, n, f & sd Ethel Dennis, wd	Cap. UP
.... (CP)	1260 1,000-D	Chapman Radio & TV Co. 725 S. 22nd St.					
BREWTON							
WEBJ 1947	1240 250	Brewton Bcstg. Co. P. O. Box 870 1000	MBS Alabama Dora-Clayton	W. Emmett Brooks, p, gm n & fd Wm. E. Brooks, Jr., vp & sd	Bolling Brooks, cm Charles E. Land, pd R. D. Craig, ce	Ruby M. Lanton, traffic m Mary Moore, wd	Cap., SES AP G
CARROLLTON							
WRAG 1951	590 1,000-D	Pickins County Bcstg. Co. 2364	KBS	Roth E. Hook, co-o & ptnr. W. E. Farrar, co-o & ptnr.	Winton H. Beaver, g & cm & nd Herb Guthrie, ce	Carl Sauceman, fd Peggy Lowe, pd & wd	UP G
CLANTON							
WKLF 1947	980 1,000-D	Southeastern Bcstg. Co. Inc. 448	KBS Alabama	Dr. J. Kelly Robinson, p Robert B. Taber, gm, cm, pmm, nd & fd	Helen Parrish, pd & wd	Lester Carter, ce Leland Hudson, sd	Wld. AP G
WKLF-FM *(CP)*	*Ch. 265(A)* *100.9mc* *.37kw*	*(WKLF, AM Affiliate)*					
CULLMAN							
WFMH 1950	1300 1,000-D	The Voice of Cullman 206 Second Ave. E. 910	.... Alabama	B. C. Eddins, ptnr. & gm	Lon Waters, pd	J. D. Hardeman, fd	Assoc., Thes. AP Ray.
WFMH-FM *1949*	*Chan. 265 (A)* *100.9mc* *0.43kw*						
WKUL 1946	1340 250	Cullman Bcstg. Co. Box 211 864	MBS, KBS	Hudson C. Millar Jr., p, g & cm	Ralph Mann, pd, pmm, n & sd Arthur Bachmann, ce	Leon Murphree, fd Ellie Miller, wd	UP WE
DECATUR							
WHOS 1948	800 1,000-D	North Alabama Bcstg. Co. 212 Jackson St. 991	....	Barrett C. Shelton, ptnr. John H. Jones, ptnr.	Louis C. Blizzard, gm, cm & nd Bill Williams, pd	Alvin Millwood, ce Jim Fouts, pmm & fd	Thes., Assoc UP WE
WHOS-FM *1951*	*Chan. 223 (B)* *92.5mc* *7kw*						*RCA*
WMSL 1935	1400 250	Tennessee Valley Bcstg. Co. Bank St. 802	MBS, KBS	Frank Whisenant, p & gm Bob Gleason, pd & pmm	Garlan Sandlin, ce Wayne Sims, sd	Doris Mock, wd	AP G
DEMOPOLIS							
WXAL 1947	1400 250	Demopolis Bcstg. Co. Box 261 400	MBS, KBS	W. M. Jordan, p, gm & ce Henry J. Bley, cm	A. A. Caldwell, pd, pmm & sd	Barry Collins, nd W. L. Mangham, fd Sarah Yarbrough, wd	Wld. AP RCA
DOTHAN							
WAGF 1932	1320 1,000 DA-N	Dothan Bcstg. Co. 204½ E. Main St. 2-9100	NBC McGillvra	Julian C. Smith, gm Fred C. Moseley, cm Arthur Creamer, pd & nd	Lamar Trammell, pmm & sd John T. Hubbard, ce	Pat Elliott, wd	Wld. AP G
WDIG 1947	1450 250	Houston Bcstrs. 107 E. Adams St. 3-4100	ABC Schepp-Reiner Cummings	Jess Swicegood, o, gm & cm Earl Hutto, pd & sd	Charles Lawshe, ce Wayne Moseley, nd	Joe Holloway, fd Ethel Lawshe, wd	Thes. UP Ray.
WOOF 1948	560 5,000-D	R. A. Dowling Jr. 110 S. Foster St. 2-560-0	KBS Sears & Ayer	R. A. Dowling Jr., p & pmm	Agatha Barnes, gm Johnny LaCarter, cm	Arthur Gay, pd Royden L. Coss, ce	UP G
ENTERPRISE							
WIRB 1948	1230 250	Wiregrass Bcstg. Co. 30	....	R. E. James, co-o & gm Ralph M. Stanford, co-o	Fred S. Watson, cm	Eugene E. Vinson, pmm	L-W AP G
EUFAULA							
WULA 1948	1240 250	Alabama-Georgia Bcstrs. P. O. Box 301 744	MBS, KBS	E. B. Fussell, co-o & gm J. B. Fussell, co-o	Charles B. Gilmore, sta.m & sd Hugh G. Chastain, pd & ce	Walter E. Freeman, n & fd Sara Bush, wd	UP Col.
FAYETTE							
WWWF 1949	990 1,000-D	Bankhead Bcstg. Co. 23462	KBS Alabama	W. W. Bankhead, p James Reese, gm Hugh Hughes, office m	Jack Black, cm, pd, pmm & nd	Don Moore, ce & sd	UP Col.

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FLORENCE							
WJOI 1945	1340 250	Florence Bcstg. Co., Inc. 850 S. Court St. 2608	ABC	Joe T. Van Sandt, p & gm Paul Shannon, ce	Tom York, nd & fd	Don Spry, pd, pmm & sd	.... G
WJOI-FM 1952	*Chan. 252(A)* *98.3mc* *.140kw*						.... *GE*
WOWL 1945	1240 250	Radio Muscle Shoals, Inc. Box 634 42	KBS Alabama Rambeau Dora-Clayton	Richard B. Biddle, p, gm & nd James L. Garrett, cm	Charles Welsh, pd & sd Lawrence Rohling, ce	Ruth Biddle, pmm Eddie McDougal, fd Evelyn Littlepage, wd	.... AP G
FORT PAYNE							
WFPA 1950	1400 250	George A. Gothberg Jr. 102 Gault Ave. 850	Alabama Continental	George A. Gothberg Jr., p, gm, pmm & nd Freeman Samples, cm & fd	Jerry Carr, pd Edward Pierce, ce	Mary Adams, wd Moon Mullins, sd	.... AP Col.
WZOB 1950	1250 1,000-D	Glenn M. Gravitt P. O. Box 255 1096		Glenn M. Gravitt, p & gm John B. Gravitt, cm	Jess R. Moore, ce, n & fd Ted Kirby, sd	Olive A. Plunkett, wd	Thes. UP WE
GADSDEN							
WETO 1950	930 1,000-D	Gadsden Radio Co. 722 S. 12th St. 6-9201	.... McGillvra Dora-Clayton	Edwin H. Estes, co-o & gm Cary L. Graham, co-o	Sam Benton, cm Bill Giddens, pd	C. C. Williamson, ce Mac M. Thomas, pmm	Cap. AP WE
WGAD 1947	1350 5,000-D 1,000-N DA-N	Coosa Bcstg. Co. Inc. Philipson Bldg. 5641	ABC	Curtis DeLamar, p, gm, pmm & cm Sara D. DeLamar, secy-treas. Halley D. Williams, ce	June DeLamar, pd Ed Reilly, nd Betty McCluney, wd	Boyd Parsons, fd Basil Gilchrist, sd	.... UP WE
WGWD 1947	570 1,000-D	Etowah Bcstrs. Inc. 750 Forrest Ave. 6-6301	....	Oscar P. Covington, p J. P. Kirby, gm	Curtis Blair, cm Francis Seale, pd	Jerry Bleich, pmm W. G. Anderson, ce	.... UP G.
WJBY 1927	1240 250	Gadsden Bcstg. Co. Inc. 108 Broad St. 6-3381	NBC Sears & Ayer	B. H. Hopson, p Sterling Brewer, gm & pd	Frank Aderholdt Jr., cm	D. W. Bearden, ce	.... INS Col.
WJBY-FM 1948	*Chan. 279(B)* *103.7mc* *2.45kw*						.... *Fed.*
WTVS (TV) (CP)		Jacob A. Newborn Jr. P.O. Box 1592 Beaumont, Texas		(For full information see TELECASTING Yearbook)			
GENEVA							
WGEA (CP)	1150 1,000-D	Geneva County Reaper c/o Orson Spivey The Geneva County Reaper		C. W. Scott, ptnr. H. G. Scott, ptnr. A. N. Scott, ptnr.	Orsen Spivey, gm Robert Sidewell, sm & ce	Gene Free, cm	Wld. .... Col.
GREENVILLE							
WGYV 1948	1400 250	Greenville Bcstg. Box 227 585	ABC, KBS Alabama	W. H. Miller Jr., g & cm Lena S. Harrison, pd	Jim Bell, ce	Nelson Austin, pmm	Wld. AP G
GUNTERSVILLE							
WGSV 1950	1270 1000-D	Guntersville Bcstg. Co. Box 32 4131	KBS Alabama	H. E. Moore, p Edward Z. Carrell, g, c & pmm	Ray McClendon, p, n & sd	Lavelle Jackson, ce & fd Margaret Henderson, wd	Thes. UP Ray.
HALEYVILLE							
WJBB 1949	1230 250	Haleyville Bcstg. Co. Highway 5, North 389	MBS Indie	Cletus H. Quick, gm & cm Paul Kelley, ce	Jack McNutt, pd, pmm & nd Oscar Drake, sd	Bob Aderholt, fd Boots Barber, wd	.... UP RCA
HAMILTON							
WERH 1950	970 1,000-D CP: 5,000-D	Marion County Bcstg. Co. 3481	.... McGillvra	Hugh J. Fite, p & gm Ray L. Hardin, cm, pd & pmm	C. A. Christensen, ce	Johnie Lott, nd & sd	L-W AP Ray.
HOMEWOOD							
WBHM (CP)	1320 1,000-D	Voice of Homewood c/o D. E. Newman 3022 Prince St. Birmingham, Ala.					
HUNTSVILLE							
WBHP 1937	1230 250	W. H. Pollard 5th Ave. 313	MBS, KBS	W. H. Pollard, p, o, gm & cm Kathryn Moore, pd	James Potter, ce	Grady M. Reeves, pmm, nd & sd	.... UP G
WFUN 1946	1450 250	Huntsville Bcstg. Co. Inc. 410 W. Holmes St. 2423	Dixie, Ala. Sears & Ayer	J. B. Falt Jr., p & gm	John Garrison, sec-treas, sm, ce & pd		.... AP G
WHBS 1947	1550 5,000-D 500-N DA-2	The Huntsville Times Co. Church St. 2345	ABC, Ala. Gill-Keefe & Perna Cummings	Henry P. Johnston, p John F. Neal, gm	William Meeks, pd Victor Bankowski, ce	Fred DiGesu, sd Lucia Lull, wd	.... AP RCA
WHBS-FM 1949	*Chan. 236(B)* *95.1mc* *16kw*	*P. O. Box 986*					
JACKSON							
WPBB 1950	1290 1,000-D	Jackson Bcstg. Co. P. O. Box 35	KBS	T. H. Gaillard Jr., p, g & cm			
JASPER							
WWWB 1946	1240 250	Bankhead Bcstg. Co. Inc. Bankhead-Long Bldg. 23461	KBS	W. W. Bankhead, p James E. Ruse, gm & nd William C. Edgemon, cm	J. L. Sartain Jr., pd & sd David J. Vansandt, ce Dabney Ramseur Jr., pmm	J. C. Bullington, fd Jean Jones, wd Veneta Phillips, sec.	Cap. UP WE
WWWB-FM (CP)	*Ch. 273 (B)* *102.5 mc* *17.5 kw*						
LANETT							
WRLD 1943	1490 250	Valley Bcstg. Co. Inc. 602 N. Cherry Dr. 2-2771	ABC, KBS McGillvra	J. C. Henderson, p C. Jim Murphy, gm & cm	Aileen H. Love, pd & pmm	Jay H. Lamb, ce	Thes. AP WE
WRLD-FM 1947	*Chan. 275(B)* *102.9mc* *10.2kw*						

ALABAMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. L brary, Ne Service Transmitt
MARION							
WJAM 1951	1310 1,000-D	Kathleen W. Neeley & Estate of L. M. Neely Sr. 4881	Southeastern	L. M. Neely Jr., p & gm	Erle W. Hanna, cm	Julian A. Duncan, ce	Cap. AP G
MOBILE							
WABB 1948	1480 5,000-DA-N	Mobile Press-Register Inc. 304 Government St. 3-1551	ABC, MBS Branham	R. B. Chandler, p W. J. Hearin Jr., evp	Dewey H. Long, gm Carl G. Haug, cm John A. Vroman, pd	Phil Forrest, pmm William H. Murphree, ce	Wld. UP WE
WABB-FM *1948*	*Ch. 271(B)* *102.1mc* *51kw*						
WALA 1930	1410 5,000-DA-N	Pape Bcstg. Co. Inc. 210 Government St. 3-3756	NBC Headley-Reed	W. O. Pape, p H. K. Martin, gm Al Treadway, cm	Al Holman, pd R. B. Hurley, ce	W. B. Pape, pmm	St. AP RCA
WALA-TV (CP)		Pape Bcstg. Co.		(For full information see TELECASTING Yearbook)			
WKAB 1947	840 1,000-D	Pursley Bcstg. Serv. Box 1306 Riviere DuChien Rd. 7-6345	.... Forjoe	Louise P. Pursley, co-o Robt. H. Moore, gm J. H. Johnson, cm	M. L. Lemon, pd H. E. Miller, ce James Smith, pmm	Milt Flack, nd Betty Mitchell, wd	.... AP ....
WKAB-TV (CP)		Pursley Bcstg. Serv.		(For full information see TELECASTING Yearbook)			
WKRG 1946	710 1,000-D 500-N-DA-N	Giddens & Rester Telegraph Rd. P. O. Box 1184 2-6789	CBS Young	Kenneth R. Giddens, co-o T. J. Rester, co-o Frank Conwell, adm. asst.	F. E. Busby, cm E. K. Chapman, pd & fd Fred E. Couey, ce	Shirley Rester, pmm Dick McMullen, nd & sd Barbara Kaye, wd	L-W AP RCA
WKRG-FM *1947*	*Chan. 260(B)* *99.9mc* *3kw*						*L-W* *AP* *WE*
WMOZ (CP)	960 1,000-D	St. Stephens Rd. The Gadsden Radio Co.	.... Pearson	Edwin H. Estes, ptnr. C. L. Graham, ptnr.	Edwin H. Estes, gm	Julius C. Vessels, ce	Col. ....
MONROEVILLE							
WMFC 1952	1220 250-D	Monroe Bcstg. Co. 1220	Alabama	William M. Stewart, co-o Jimmy Faulkner, co-o	George C. Shurden, g, c & pmm	Chuck Smith, ce & fd Jimmy Quinn, sd Betty Lee Gulsby, wd	Wld. AP RCA
MONTGOMERY							
WAPX 1947	1600 1,000-DA-N	United Bcstg. Co. 116 Catoma St. 3-7569	ABC Walker	T. E. Martin, p & gm Hoke S. Williford, c & pmm	Lonnie Thorpe, pd Owen A. Lehr, ce Art Schaefer, nd	Crawford Rice, fd Dave Manners, sd Mary Smith, wd	St. AP RCA
WBAM (CP)	740 50,000-D DA-1	Deep South Bcstg. Co. 2-3851	....	William E. Benns Jr., p William J. Brennan, treas. & gm	Ira Leslie, sm (natl.) Cyril G. Brennan, ce		....
WCOV 1938	1240 250	Capitol Bcstg. Co. Exchange Hotel 2-5781	CBS Taylor	Hugh M. Smith, gm Joe Petranka, cm Walter Spiro, pd & sd	W. D. Weatherly, ce O. M. Teate, pmm	Tom Doron, nd Dorothy Armand, wd	.... UP Col.
WCOV-FM *1948*	*Ch. 233 (B)* *94.5mc* *4.1kw*						.... *GE*
WCOV-TV (CP)		Capitol Bcstg. Co. P. O. Box 1029 2-5781		(For full information see TELECASTING Yearbook)			

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WCOV

MONTGOMERY, ALABAMA

CBS Since 1940

Represented by
THE O. L. TAYLOR COMPANY

MORE LISTENERS

*WCOV HAS BEEN FIRST IN LISTENER RATINGS DURING DAYLITE HOURS IN EVERY SURVEY MADE DURING THE PAST THREE YEARS.

BETTER COVERAGE

WCOV AND WCOV-FM COMBINE TO OFFER THE BEST DAY & NITE COVERAGE OF THE CENTRAL ALABAMA MARKET.

LOWER COST

WCOV'S RATES ARE 25% TO 40% LOWER IN CLASS "A" TIME PERIODS AND 50% TO 65% LOWER IN CLASS "B" TIME PERIODS. WHY PAY MORE FOR LESS?

* CONLAN 1950, 1951, 1952

WJJJ 1948	1170 10,000-LS 1,000-N DA-2	Southern Bcstg. Co. Inc. 115½ Commerce St. 3-4471	MBS Weed	Joseph G. Mathews, p			
WMGY 1946	800 1,000-D	Dixie Bcstg. Co. 4 S. Perry St. 2-5245	Forjoe Dora-Clayton	Dr. S. D. Suggs, p (Mrs.) Mary Frances Sewell, vp	Thomas W. Sewell, secy-treas., g & cm Dot Conway, pd John Lamar, ce	Hugh Webb, pmm & sd "Red" Ryan, nd Crawford Roquemore, fd	.... UP G
WRMA (CP)	950 500-D	Southland Bcstg. Co. 30 N. Lawrence St. 2-1475	....	Grover Wise, co-o & p	Ralph M. Allgood, co-o, gm, cm & pd	Walter L. Stevenson, ce	Assoc. .... G
WSFA 1930	1440 5,000-D 1,000-N DA-N	Montgomery Bcstg. Co., Inc. P. O. Box 1031 8361	NBC Headley-Reed	Howard E. Pill, p & gm David E. Dunn, asst. to p Wm. W. Hunt, loc. slm Julia Looney, natl slm	Lee Gooch, pd Cliff Shelkofsky, ce Alice Mayfield, pmm John Allen Wolf, nd	Wilson Carnes, fd Dick Reid, sd Camille Brown, wd	Wld. AP Cont.

MUSCLE SHOALS

WLAY 1933	1450 250	Muscle Shoals Bcstg. Corp. P. O. Box 230 Sheffield, Ala. 1450	MBS Devney	Frank M. Farris Jr., p & o William A. Reeves Jr., gm	George Manush, pd Lynn V. McMoran, ce	James H. Sparks, sd	Wld. AP G

NORTHPORT

WNPT 1951	1280 1,000-D	W. Alabama Bcstg. Co., Inc. P. O. Box 181 Tuscaloosa, Ala. Tuscaloosa 3311	Alabama	W. P. Thielens, p T. H. Todd, gm & ce William G. Harris, asst. m & pd	(Mrs.) Ruth Harris, cm James A. Thomson Jr., pmm	Robert W. Jones, nd	L-W AP Col.

ONEONTA

WCRL 1952	1570 250-D	Blount County Bcstg. Service Oneonta, Ala. 4871	Alabama	E. Glenn Abercrombie, gm, cm & ce Annette Abercrombie, pd & wd	L. D. Bentley Jr., pmm & fd	Glenn Cornelius, sd	Cap. AP Col.

OPELIKA

WJHO 1940	1400 250	Opelika Auburn Bcstg. Co. 1400 Auburn Rd. 712	MBS. KBS Indie	John C. Cooper Jr., gm E. J. Turk, cm	Keith E. Barze, pd Jack Smollon, ce	G. E. Snyder, pmm	Wld., Thes., SES. UP Col.

OPP

WAMI (CP)	860 1,000-D	Opp Bcstg. Co., Inc.	....	H. N. Lee, p	Beri Moore, gm & cm	Robert Page, ce	.... UP Col.

PHENIX CITY

WPNX 1952	1270 1,000-D	Community Bcstg. Co., Inc. 1900 McCann St. 8-8787	....	Roy M. Greene, p Ted Leeper, evp & gm Lee Bullis, cm	Bob Mann, pd Bill Alford, ce Julian Silver, pmm & sd	Jack Robinson, nd V. R. Greene, fd Faye Bush, wd	.... AP WE

PIEDMONT

WPID (CP)	1280 1,000-D	Piedmont Radio Station 6222	....	C. L. Graham, p & gm Mac M. Thomas, cm	G. Prewitt, pd Gorman Davis, pmm	Col. Julius Vessels, ce	.... Ray.

ROANOKE

WELR 1950	1360 1,000-D	Roanoke Bcstg. Co. 801 N. Main St. 3811-3821	....	J. W. Buttram, p, gm & cm	Dick Killebrew, pd, pmm, nd & fd	Leverne Foster, ce & sd	.... UP WE

RUSSELLVILLE

WWWR 1949	920 1,000-D	Bankhead Bcstg. Co., Inc. Underwood Rd. 647	KBS Tri-W	Walter W. Bankhead, p Hal Kirby, gm, cm & nd	James E. Reese, mng. oprs. J. W. Elliott, pd, ce & sd	Robert High, fd Sarah F. Connor, wd	.... UP Col.

SCOTTSBORO

WCRI 1950	1050 250-D	Pat M. Courington P. O. Box 394 123	Alabama	Pat M. Courington, o & p Eaton P. Govan Jr., gm & cm	Jo Anne Hale, pd & wd James G. Wallace, ce & fd	Charles Pruitt, pmm	Wld. AP G
WROS 1952	1330 1,000-D	(Mrs.) Rose M. Kirby Scott St.		Rose M. Kirby, ptnr.	Hugh T. Kirby, ptnr.		

SELMA

WGWC 1946	1340 250	Dallas Bcstrs., Inc. P. O. Box 686 2746	CBS Holman	Oscar Covington, p	John F. Townshend, gm & cm	Calhoun Rutledge, ce	.... G
WHBB 1935	1490 250	Selma Bcstg. Co., Inc. 209 Washington St. 1233	NBC, KBS	B. H. Hopson, p Julien Smith Jr., gm & cm	Mrs. Douglas Reynolds, pd	W. D. Powers Jr., ce	.... Col.

SYLACAUGA

WFEB 1945	1340 250	Alabama Bcstg. Co., Inc. 527 N. Broadway 2-3281	MBS, KBS Alabama	E. E. Forbes Sr., p George W. Carr, gm, cm, pd, pmm & sd	Maurice Estes, ce Conrad Pickren, nd & fd	Helen Carter, wd	.... UP ....
WMLS 1948	1290 1,000-D	Marble City Bcstg. Co., Inc. 11½ W. 2nd St. 2-4354	....	Curtis O. Liles, p & gm M. W. McEwen, cm	Robert M. Duck, pd & pmm	John F. Norris, ce	.... AP Ray.

TALLADEGA

WHTB 1945	1230 250	Voice of Talladega Inc. P. O. Box 974 2205	MBS, KBS Alabama	R. A. Davidson, p & gm, sd Myron T. Snoddy, cm	Betty Holmes, pd	Frank Haynes Jr., nd & ce	Wld. AP Col.

TROY

WTBF 1947	1490 250	Troy Bcstg. Corp. College Dr. 980-981	MBS, KBS Alabama South-eastern	J. Roy Crow, p Jess L. Jordan, gm	Robert Tolbert, cm Joe Gilchrist, ce	Ace Dudley, sd	Wld. AP WE

TUSCALOOSA

WJRD 1936	1150 5,000-D 1,000-N-DA-N	Mrs. Wilhelmina Doss 2216½ Broad St. 4464	NBC Rambeau Dora-Clayton	(Mrs.) Wilhelmina Doss, o Gene Tibbett, sm	Roy McAllister, pd & sd Idalia Hollingsworth, traffic m	David Livingston, ce	Wld. UP G
WTBC 1946	1230 250	Tuscaloosa Bcstg. Co. City Hall Bldg.	MBS Sears & Ayer	Bert Bank, ptnr. & gm Lamar Brouscomb, ptnr.			
WTBC-FM (CP)	*Ch. 239 (B)* *95.7 mc* *17.5 kw*						

TUSKEGEE

WTUS 1952	580 500-D	Radio Tuskegee Inc. 580	KBS	J. L. Youngblood, p	J. A. Bowers, gm, cm & pmm	James P. Rodgers, pd, ce & nd	.... UP RCA

ARIZONA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Li brary, New Service Transmitt
BISBEE							
KSUN 1933	1230 250	Carleton W. Morris Drawer C Lowell 9	MBS Don Lee Ariz. Net Blair	Carleton W. Morris, p & o Arlo Woolery, g & cm Ray Helgesen, pd	Louis Sabo, ce Leo Bernard, pmm	Lou Evans, nd John Harris, fd	Wld. SES. UP
CLIFTON							
KCLF 1950	1400 250	Saguaro Bcstg. Co. Box 528 320	ABC KBS Best	Chet Darwin, p & cm	Pat Goolsby, gm & pd, nd	Verne McKinley, ce	Assoc. Thes. UP Col.
COOLIDGE							
KCKY 1948	1150 1,000 DA-N	Gila Bcstg. Co. Inc. Roosevelt & Main Sts. 4451	Radio Net. of Ariz. CBS Forjoe	Louis F. Long, p William F. Parady, gm Jim Brookbank, cm, sd	Jim Murdock, pd, nd Earl Hickman, ce	Wallace Williams, pmm Bea Bryce, wd	SES., L-W UP WE
DOUGLAS							
KAWT 1946	1450 250	Carleton W. Morris Box 1118 173	NBC, Ariz. Bcstg. Raymer	Carleton W. Morris, p Glenn B. Webber, gm & cm	(Mrs.) Ann Huxtable, pd Sy Winch, ce	Rand Garret, sd Carole Beasley, wd	Cap., Mac. AP, UP WE
FLAGSTAFF							
KCLS 1950	1340 250	Saunder's Bcstg. Co. Hghwy. 89 S. 946 & 37	MBS, Don Lee, Ariz. Net.	Charles J. Saunders, o, gm & cm Charles L. McNeall, ce & nd	Dorothy Saunders, pd Carolee Ek, wd	Dave Brown, sd Bill Brechen, fd	.... Ray.
KGPH 1950	1230 250	Frontier Bcstg. Co. Inc Weatherford Hotel 51	ABC Forjoe	A. S. Holm, gm & nd E. C. Phillippi, cm	Mary Jane Phillippi, pmm, pd, & wd	A. J. Gardiner, ce Mark Sapp, sd	Cap. AP GE
GLOBE							
KWJB 1938	1240 250	Gila Bcstg. Co. Inc. Globe-Miami Highway 41	NBC Ariz. Bcstg. Raymer	Willard Shoecraft, gm & pmm	Eric L. Manola, cm & pd		Thes. AP ....
KINGMAN							
KGAN 1949	1230 250	J. J. Glancy Box 1208 Blue 462	ABC	J. J. Glancy, o & gm	William Hinkle, ce		.... RCA
MESA							
KTYL 1946	1310 1,000-D 500-N DA-N	Harkins Bcstg. Inc. P. O. Box 885 5737	....	Dwight Harkins, gm Lorenzo Lisonbee, cm Jack Harris, pd	Dick Gilbert, pmm Ben Smith, ce & nd Don Engler, sd	Don Lewis, fd Marg Curtis, wd	St. UP G.
KTYL-FM *1950*	*Ch. 284 (A)* *104.7mc* *50kw*						*St.* *UP* *Col.*

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
*FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenn same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Nigh SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.*

COVERING ARIZONA'S
BILLION
DOLLAR
MARKET
KOY

Visitors and residents will spend more than $1,000,000,000 in Arizona this year.

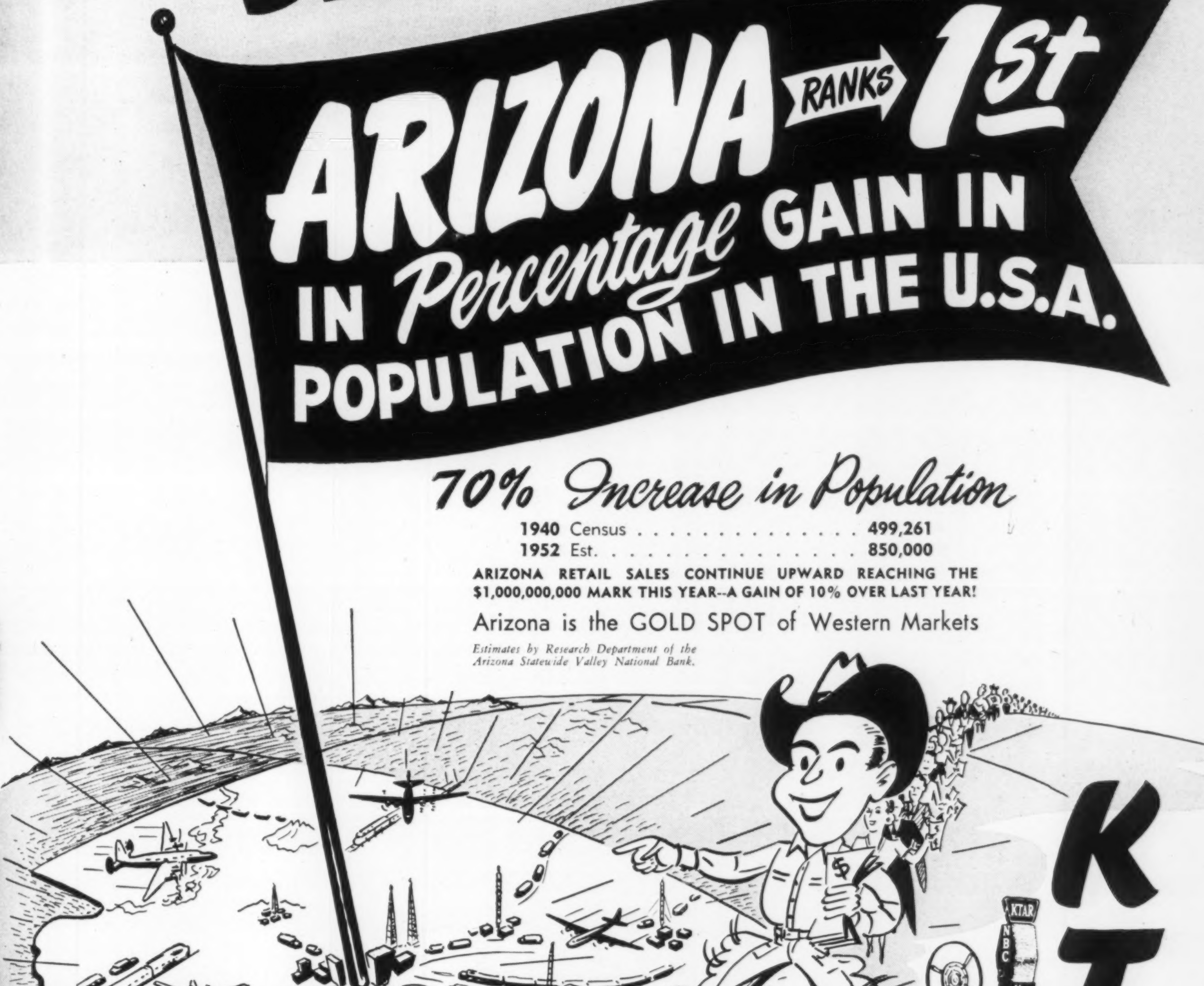
KOY with its 5,000 watts **non-directional** on **550 kc.** plus its affiliated Arizona Network stations can deliver this market more effectively and more economically than any other medium. Ask any John Blair man.

The Arizona Network
MUTUAL
DON LEE

KOY - PHOENIX - 550 kc.
KTUC - - - TUCSON - 1400 kc.
KSUN - - - BISBEE - 1230 kc.
KYMA - - - YUMA - 1400 kc.

A NEW BILLION DOLLAR MARKET

ARIZONA RANKS 1st IN *Percentage* GAIN IN POPULATION IN THE U.S.A.


KTAR
31st YEAR
KTAR NBC
$
AL BEUZ
KTAR 5000 W . . . Phoenix 620 KC
KVOA 1000 W . . . Tucson 1290 KC
KYUM 1000 W . . . . Yuma 560 KC
KGLU 1000 W . . . Safford 1480 KC
KWJB 250 W . . . . Globe 1240 KC
KYCA 250 W . . . Prescott 1490 KC
KAWT 250 W . . . Douglas 1450 KC

70% Increase in Population

1940 Census **499,261**
1952 Est. **850,000**

ARIZONA RETAIL SALES CONTINUE UPWARD REACHING THE $1,000,000,000 MARK THIS YEAR--A GAIN OF 10% OVER LAST YEAR!

Arizona is the GOLD SPOT of Western Markets

Estimates by Research Department of the Arizona Statewide Valley National Bank.

Affiliated Stations of the
NATIONAL BROADCASTING Co. and the ARIZONA BROADCASTING SYSTEM

Representative
PAUL H. RAYMER CO. NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • SAN FRANCISCO • BOSTON • MEMPHIS

PHOENIX, ARIZONA

ARIZONANS' CHOICE FOR *Good* LISTENING!

XUM

ARIZONA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. L brary, New Service Transmitt
NOGALES							
KNOG 1948	1340 250	Border Bcstg. Co. Inc. 770	CBS O'Connell	Robert Marcus, p Samuel Marcus, vp & gm	Ben Greenhaw, ce		Wld. UP WE
PHOENIX							
KIFN 1949	860 250-D	Western Bcstg. Co. Inc 1975 S. Central Ave. Alpine 3-6155	.... Oakes	Frank Redfield, gm John Redfield, cm	Joe Alvarado, pd Ed Pool, ce		SES. UP G.
KOOL 1947	960 5,000-DA-N	Maricopa Bcsters. Inc. Adams Hotel Alpine 8-6421	CBS Radio Net. of Ariz. Hollingbery	Gene Autry, p & o Charles Garland, gm William Connelly, cm Miles Reed, pd	Thomas Kelland, pmm & asst. m. Miles Shepherd, ce Homer Lane, fd	Frank Pollack, nd Warren Chandler, sd Dee Junker, wd	St. UP RCA
KOY 1922	550 5,000-D 1,000-N	KOY Bcstg. Co. 840 N. Central Ave. Alpine 4-4144	MBS, Don Lee Ariz. Net. Blair	John L. Hogg, p & cm Albert Johnson, m, pmm Jack Williams, pd	William Lester, pdm Cliff Miller, ce Bill Close, sd	Paul Gribben, nd Ernie Douglas, fd	Wld. UP WE
KPHO 1943	910 5,000 DA-N	Meredith Eng. Co. 631 N. First Ave. Alpine 4-7367	ABC Petry	E. T. Meredith, p Payson Hall, radio-TV d Howard Stalnaker, asst. radio-TV d Richard B. Rawls, gm	Chas. F. Montano, cm Francis (Bud) Murphy, pd	George L. McClanathan, ce Lee Kerry, pmm	.... AP WE
KPHO-TV 1949		Meredith Eng. Co. 631 N. First Ave. Alpine 4-7367		(For full information see TELECASTING Yearbook)			
KRIZ 1950	1230 250	Howard M. Loeb 2345 Westward Blvd. Alpine 4-8436	.... Burn-Smith	Howard M. Loeb, p & gm Sheldon Engel, cm Bill Lewis, pd & nd	James Groll, ce Guy DiAngelis, pmm	Ray Odom, sd Madeline Wise, wd	UP GE
KRUX 1947	1340 250	Radio Arizona Inc. 1441 N. First St.					
KTAR 1922	620 5000 DA-N	KTAR Bcstg. Co. 711 Heard Bldg. Alpine 4-4161	NBC Ariz. Bcstg. Raymer	John J. Louis, chmn. of bd. Richard O. Lewis, p & gm	E. W. (Bill) Harvey, vp & cm Rol Laughner, pd & fd Bob Pollard, pmm	A. C. Anderson, vp & ce Jenny Scott, wd John Snow, nd John Harrington, sd	Thes., St. Cap., AP WE
PRESCOTT							
KYCA 1940	1490 250	Southwest Bcstg. Co. P. O. Box 1631 244	NBC, Ariz. Bcstg. Raymer	Harold Ritter, p, gm & cm Hollis Hill, pd George Eitel, ce	Larry Kent, pmm Wayne Rollins, sd & wd		Cap., The AP RCA
SAFFORD							
KGLU 1938	1480 1,000	Gila Bcstg. Co. 520 Main St. 15	NBC Ariz. Bcstg. Raymer	Louis F. Long, p Paul Merrill, gm Edward E. Furman, cm & pmm	Lester McBride, pd & fd Russ Wonnacutt, nd	Jeff Lapping, ce Bob Godek, sp Bonita McBride, wd	.... AP, UP WE
TUCSON							
KCNA 1947	580 5,000-D 500-N-DA-N	Catalina Bcstg. Co. Box 2348 2-4664	ABC Hollingbery	Erskine Caldwell, p Wayne Sanders, gm Harry Chambers, cm	Bill Rider Jr., pd & sd Tom Epperson, ce R. O. Black, pmm	Jim Maize, fd Shirley Phillips, wd Wally Lindbergh, nd	.... AP G.
KCNA-TV (CP)		Catalina Bcstg. Co. Box 2348 2-4664		(For full information see TELECASTING Yearbook)			
KOPO 1947	1450 250	Old Pueblo Bcstg. Co. 115 W. Drachman 4-0431	CBS Radio Net. of Ariz. Forjoe	Gene Autry, o E. S. Mittendorf, gm S. J. Kossack Jr., cm	Cliff Stillinger, pd Verne Cimmiyotti, ce Jane Abbott, pmm Richard Wheat, nd	Bernie Perlin, sd Joe Crystall, fd Virginia Benoit, wd Jerry O'Brien, asst. m	.... AP Ray
KOPO-TV (CP)		Old Pueblo Bcstg. Co. 115 W. Drachman 4-0431		(For full information see TELECASTING Yearbook)			
KTKT 1949	1490 250	Thomas J. Wallace 500 W. Elm 4-1777	....	Thomas J. Wallace, o	Thomas J. Wallace Jr., ce	Hilary Mienzer, wd	SES. .... G
KTUC 1929	1400 250	Tucson Bcstg. Co. 900 E. Broadway 2-3344	MBS Ariz.Net. Blair	Lee Little, p, gm, & pmm Mac Matheson, cm Cliff Livingston, ce	Stan Norman, pd & sd George Bradley, slm	Fred Finney, nd Hilde Clark, wd	Wld., SES UP WE
KVOA 1929	1290 1,000	Arizona Bcstg. Co. 48 E. Broadway P. O. Box 2911 3-2555	NBC Ariz. Bcstg. Raymer	R. B. Williams, p & gm Harper M. Phillips, bus. m John C. Underwood Jr., cm	Ben L. Slack Jr., pd Ray H. Holsclaw, ce George T. Callison, nd	Harold W. Gras Jr., sd Kathryn Kay, wd	Cap. Thes. RCA
KVOA-TV (CP)		Arizona Bcstg. Co. P. O. Box 2911 **3-2555**		(For full information see TELECASTING Yearbook)			
WINSLOW							
KVNC 1952	1010 1,000-D 500-N-DA-2	Gila Bcstg. Co. P. O. Box 373 1010	.... Ariz. Bcstg. Raymer	L. F. Long, p O. E. (Ed) Whelan, gm John R. Schooley, cm	Lew Lowry, pd Lyman Streeter, ce Nelson Weirick, pmm	Ralph Anderson, nd Guy Christian, sd Dee Richards, wd	Thes., St. Wld. AP, INS WE
YUMA							
KSWB 1952	1240 250	Southwestern Bcstg. Co. P. O. Box 1430 3-8341	CBS	James F. Cox, gm & cm	Don Peltz, ce		....
KYMA 1950	1400 250	KYMA Inc. P. O. Box 671 3-7841	MBS Ariz. Net. Blair	Bill Lindsey, p & gm Leo A. Newsome, cm Bob Vache, pd, nd & sd	Dave Roach, ce Gary Hays, pmm	Dixie Pate, wd Grant Lee, fd	Wld. UP WE
KYUM 1940	560 1000 DA-N	Yuma Bcstg. Co. 1901 1st St. 3-3305	NBC Ariz.Bcstg. Raymer	R. N. Campbell, p Ray C. Smucker, gm Roy Jorgensen, cm Russ Siner, pd	Leavenworth Wheeler, ce Bob Hansen, pmm Glenn Edwards, nd	Pat Carrick, sd Matty Power, wd Fred Pelger, fd	Thes., St. AP, UP, INS WE

ARKANSAS

ARKADELPHIA							
KVRC 1947	1240 250	Arkadelphia Bcstg. 506 Main St. 789	MBS, KBS Best	Cecil W. Cupp Sr. p. John Moore, gm & cm	W. F. Deaton, pd & pmm Ray Burns, ce	John Riggle, nd, fd & sd	.... AP RCA
BATESVILLE							
KBTA 1950	1340 250	White River Valley Bcstg. Inc. P.O. Box 255 1112	MBS, KBS, Arkansas Razorback	Jared E. Trevathan, p W. A. West, vp J. F. Higginbottom, secty-treas.	Robt. R. Blair, cm, pmm & sd J. Andrew Wright, ce	Bill Clark, nd	Thes. AP RCA
BENTON							
KBBA (CP)	690 250-D	Benton Bcstg Service % W. R. Tuck Jr.	911 W. Main St. Magnolia, Ark.				

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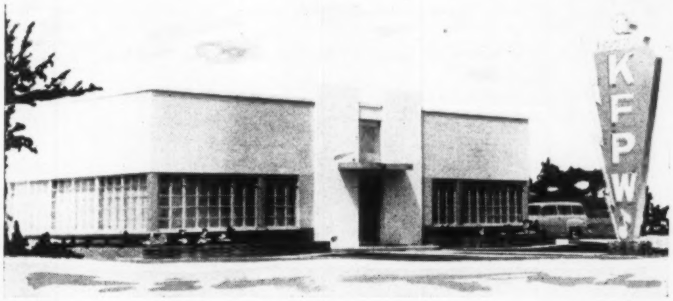
BLYTHEVILLE							
KLCN 1922	900 1,000-D CP: 910	Harold L. Sudbury Sudbury Bldg. 2093	.... Pearson	Harold L. Sudbury, p, g & cm Carl Frame, pd	Marion Skinner, ce J. T. Sudbury, pmm	Don Whitney, fd	.... AP G
KLCN-FM 1948	*Chan. 241(B)* *96.1mc* *21kw*						
CAMDEN							
KAMD 1946	1450 250	Camden Radio Inc. S. California St. 6-5091	MBS, KBS, Ark. & Razorback	Walter Hussman, p Frank O. Myers, gm Donald Cathey, cm	D. C. Hunter, ce Cal Carter, pd, pmm, nd & sd	Bill Bates, fd Freda Carter, wd	Assoc. AP RCA
KPLN (CP)	1370 1,000-D	Leo Howard					
CONWAY							
KCON 1950	1230 250	Conway Bcstg. Co. 903½ Front St. 189	Razorback	James E. Clayton, p, gm, cm & nd Muriel Cobb, pd	Herman G. Stermer, ce Charles Buice, pmm E. W. Bauer, fd	Grant Hazelwood, sd Rita Hicks, wd	Wld., SES UP Col.
CROSSETT							
KAGH 1951	1340 250	Julian Haas 900 Main St. 750	NBC, KBS	Julian Haas, p & gm Al Shirey, pd & nd	Harry Bohm, ce	Jim Horn, sd	.... AP Ray.
EL DORADO							
KDMS 1950	1290 1,000-D	KDMS Inc. Randolph Hotel 3-9190	Cotton Belt Devney	David M. Segal, p	Virgil Stone, studio d & sd E. Perdue, pmm	E. C. Grensham, ce	L-W UP Col.
KELD 1935	1400 250	Radio Enterprises Inc. 208 N. Washington 3-6126	ABC, Razorback, Ark. Continental	W. N. McKinney, p & gm J. R. Duerson, c & pmm Dot Pondrom, pd	John Long, ce Ed Hall, nd Bill Darland, fd	Jim Elamon, sd Sarah McLarty, wd	Assoc. AP Col.
FAYETTEVILLE							
KGRH 1946	1450 250	Fayetteville Bcstg. Co. Inc. 922 N. Leverett 862	MBS, Ark. Razorback Walker	Hayden McIlroy, p Fred J. Stevenson, gm Edwin G. Gideon, c & pmm	Wallie Ingalls, pd & sd Harold R. Lindsey, ce	Richard W. Evans, nd Mary Ingalls, wd	.... AP G.
FORREST CITY							
KXJK 1949	950 1,000-D	Forrest City Bcstg. Co. National Bank Bldg. 950	KBS, Ark., Razorback	William Fogg, p & gm James Pearson, cm	Lloyd Denney, pd & fd W. L. Smith Jr., ce	Larry Parker, nd	Wld. AP G.
FORT SMITH							
KFPW 1930	1230 250	Tulsa Bcstg. Co. 2321 N. Albert Pike Rd. 4105	CBS Avery-Knodel	John Griffin, p John Esau, vp & gm James P. Walker, sm L. A. Blust, cm	Harlan Judkins, pd Paul McCaslin, ce George Ketcham, pmm	Pat Garner, nd Joe Roppolo, sd Dorothy Gibson, wd	L-W UP WE
KFPW-FM 1947	*Chan. 235(B)* *94.9mc* *14kw*						



☆ *Serving* **YOU**

FROM OUR NEW, MODERN RADIO CENTER .....

KFPW

The VOICE that SELLS in FORT SMITH

MULTIMILLION-DOLLAR SHOPPING CENTER of WESTERN ARKANSAS

- ***AVERY-KNODEL, Inc.***
  National Representative
  JOHN ESAU—*Vice Pres.-Gen. Mgr.*
  L. A. BLUST—*Gen. Sales Mgr.*
  J. P. WALKER—*Station Manager*

THE KFPW MARKET

POPULATION	202,000
RETAIL SALES	$131,334,000
NET EFFECTIVE BUYING INCOME	$150,072,000

The **AUDIENCE ACTION** Station

KFPW CBS RADIO IN FORT SMITH

AFFILIATED with KTUL, Tulsa—KOMA, Oklahoma City

ARKANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, New Service Transmitte
FORT SMITH (Cont'd)							
KFSA 1947	950 1,000-D 500-N-DA-N	Southwestern Pub. Co. 920 Rogers Ave. 2-9126	ABC, Ark., Razorback Pearson	Donald W. Reynolds, p H. Weldon Stamps, g & cm	Jerry Winner, pd, pmm & wd Robt. W. Platt Jr., ce	Pat Porta, fd	.... AP Col.
KFSA-FM *1948*	*Ch. 296(A)* *107.1mc* *0.32kw*						.... GE
KFSA-TV (CP)		Southwestern Pub. Co.		(For full information see TELECASTING Yearbook)			
KWHN 1947	1320 5,000-DA-N	KWHN Bcstg. Co. Inc. Radio Center 8967	MBS Western Rambeau	H. S. Nakdimen, secy-treas. Parkman R. Feezor, sta. d & cm	Glenn O'Neal, pd, pmm & nd Bruce Dennis, ce	Lumarion Sumner, wd	.... AP WE
HARRISON							
KHOZ 1946	1240 250	Harrison Bcstg. Corp. Radio City Addition 1240	MBS, KBS	Bob Wheeler, chief o & gm Mel Lynn, cm Bruce Washburn, pd	Fred Ward, ce Leon Shaddox, nd, fd & sd	Lillian Bell, wd	Thes. UP G.
HELENA							
KFFA 1941	1360 1,000 DA-N	Helena Bcstg. Co. 215 York St. 4-2361	MBS, KBS Razorback Ark. Continental	Sam W. Anderson, o & gm Byron Kearbey, Jr., cm Leon Little, pd	Earl Hodges, ce Marion Sherrod, pmm Bill Holland, nd	Cecil Scaife, sd Katherine Kiser, wd	Wld. AP G.
HOPE							
KXAR 1947	1490 250	Hope Bcstg. Co. Highway 29, North 7-3601	MBS, KBS	A. H. Washburn, p L. B. Tooley, gm & ce	Wes Ninemire, cm Carroll Wynn, pd	Florence Tooley, wd	.... AP Col.
HOT SPRINGS							
KBHS 1952	590 1,000-D	Resort Bcstg. Co. Inc. 113 Third St. 388		I. A. Cain, p Marvin Hull, gm & cm	Osmond Pence, pd Clint Norman, ce		Wld. UP G.
KBLO (CP)	1470 1,000-D	National Park Bcstg. Co. 1011 Central Ave.	.... Pearson	Robert S. Bieloh, gm & cm	Bill Bailey, pd & nd Robert G. King, ce	Ival Bieloh, wd	SES. AP G.
KRCH (CP)	1270 1,000-D	Hot Springs Bcstg. Co. ℅ R. L. Harrison Radio Station KCRV Caruthersville, Mo.					
KWFC 1941	1340 250	Spa Bcstg. Co. Malco Music Hall Bldg. 412	MBS	W. E. Hussman, p Patt McDonald, gm C. J. Dickson, cm	Jack Ridgeway, pd & sd Dalton Sanders, ce Ernest Watson, pmm	Walter Ebel, nd Joyce Cook, wd	Thes. AP Col.
JONESBORO							
KBTM 1930	1230 250	Regional Bcstg. Co. KBTM Bldg. 5597	MBS, KBS	Jay P. Beard, p & gm B. C. Hargreaves cm (local)	Veda Beard, pd Cecil Clark, ce	Dave Epstein, pmm Clarence Adams, nd & fd Hugh Frizzell, sd	Wld. AP G.
KBTM-FM *1948*	*Chan. 270(B)* *101.9mc* *8kw*						
KNEA 1950	970 1,000-D	Radio Jonesboro Inc. Hotel Noble 8381	Razorback Gill-Keefe & Perna	R. H. Halbert, p Dick Crane, vp & gm Harold Gregson, cm & fd	Neal Bunn, pd & nd Wesley Bell, ce Charles Quinton, pmm	Paul Barnett, sd Kay Norman, wd	Assoc. UP RCA
LITTLE ROCK							
KARK 1928	920 5,000-DA-N	Arkansas Radio & Equip. Co. 112 E. Capital Ave. LD 99	NBC Arkansas South Central Petry	T. H. Barton, chmn. of bd. T. K. Barton, gm A. C. Dowden, cm & pmm	Dan L. Winn, ce Robert Kemp, nd Robert L. Buice, fd	Wilson Hurst, sd Dorothy Sims, wd	Wld. AP, UP RCA
KETV(TV) (CP)		Great Plains Television Properties Inc. 4 W. 85th St. New York 19, N. Y.		(For full information see TELECASTING Yearbook)			
KGHI 1927	1250 1,000-D 500-N-DA-N	KGHI Bcstg. Service 306½ W. Third 27-9166	ABC Hollingbery	A. L. Chilton, ptnr. L. H. Chilton, ptnr. S. C. Vinsonhaler, ptnr. & gm	Kermit Richardson, cm (Mrs.) Barbara Amsler, pd & wd	V. O. Vandusen, ce Al Pickworth, sd	.... Ray.
KLRA 1927	1010 10,000-D 5,000-N-DA-N	Arkansas Bcstg. Co. Inc. P.O. Box 550 2-5427	CBS Taylor	J. N. Heiskell, p W. V. Hutt, gm Oscar Alagood, slm (local)	Harris Owen, pd K. F. Tracy, ce Robert Hicks, pmm	Mark Weaver, nd John R. Holmes, fd George Moore, sd	St. AP, UP RCA
KRTV(TV) (CP)		Little Rock Telecasters P. O. Box 420 Wichita Falls, Tex.		(For full information see TELECASTING Yearbook)			
KTHS 1924	1090 50,000-DA-N	Radio Bcstg. Inc. KTHS Bldg.	.... Branham	W. H. Bronson, p B. G. Robertson, gm	Jack Wolever, pd	Cecil Suitt, ce	L-W .... RCA
KVLC 1948	1050 1,000-D	Southwestern Bcstg. Co. Southern Natl. Ins. Bldg. 5-5321	.... Radio Reps	R. M. Saxon, p Glen H. Robertson, gm James A. Gatens, cm	Frederick H. Schmutz, pd & nd Dale Mahurin, ce Charles Simms, fd	Bob Lawrence, sd Dorothy Wimberly, wd	Assoc. UP G.
KXLR 1946	1150 5,000-D 1,000-N-DA-N	Arkansas Airwaves Co. 217 E. Third St. 2-2155	MBS Razorback Pearson	John F. Wells, p Emil J. Pouzar, gm Melton Lancaster, cm	Roy Nichols, pd Earl Butler, ce Bobbie Forster, nd & wd	Bob Fulton, sd	Thes. UP G.
MAGNOLIA							
KVMA 1948	630 1,000-D	Magnolia Bcstg. Co. 212 N. Jefferson 630	MBS, KBS Arkansas Razorback Pearson	Dr. Joe F. Rushton, p	William M. Bigley, gm	Ray Wells, ce	Wld. AP Ray.
MALVERN							
KDAS 1951	1420 1,000-D	Malvern Bcstg. Co. Young Insurance Bldg. 1584	....	David M. Segal, p Robert Choate, sm Ed Niehay, cm, nd & sd	Pat Lightfoot, pd & wd John Williams, ce	Rex Parnell, fd	Wld. UP G.
KGRO (CP)	1380 1,000-D	Malvern Bcstg. Co. 321 School St.					

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McGEHEE							
KVSA (CP)	1220 1,000-D	S. E. Arkansas Bcstrs. Inc. P. O. Box 1220		Abbott F. Kinney, p & gm			Capitol AP Gates
MENA							
KENA 1950	1450 250	R. B. Bell S. Reene St. 878	MBS, KBS	R. B. Bell, p Bernice Bell, pd	O. D. Frederick, ce Claud Hill, nd	Mary Lou Carter, wd	St. UP Col.
MORRILTON							
KVOM (CP)	800 250-D	Morrilton Bcstg. Co. % C. R. Horne Radio Station KXRJ Russellville, Ark.					
MOUNTAIN HOME							
.... (CP)	1490 250	Mtn. Home Bcstg. Corp.					
NEWPORT							
KNBY 1949	1280 1,000-D	Newport Bcstg. Co. P.O. Box 218 749	Arkansas Razorback	Harold Sudbury, p Ray Dexter, gm & sd Gene Howe, cm & nd	Anson Clark, ce	Mary Ellen McDonald, wd	.... UP RCA
OSCEOLA							
KOSE 1949	860 1,000-D	Osceola Bcstg. Corp. P.O. Box 311 860	KBS Arkansas Continental	H. F. Ohlendorf, p Ted Woods, gm	Betty Woods, cm Hobson Daws, pd	H. M. Jones, ce	Wld. AP RCA
PARAGOULD							
KDRS 1947	1490 250	Daily Press Inc. P.O. Box 491 627	KBS Arkansas Razorback	Ted Rand, p Doyne F. Bateman, m T. M. Self, bus. m	Wilma Wheelis, pd & wd Ted Porter, ce Russell Schwamb, nd	George Kirby, fd Charles Stark, sd	.... AP G.
PINE BLUFF							
KCLA 1947	1400 250	Radio Eng. Service 2900 W. 28th St. 1900	....	Ken Kesterson, gm	Clyde Martin cm	Charles Penix, pd	L-W AP G.
KOTN 1934	1490 250	Universal Bcstg. Corp. 505½ Main St. 721	MBS, KBS Arkansas	B. J. Parrish, p, gm, cm & ce Joe L. Wallace (local) cm	Lois Palmer, pd & wd R. W. Etter, pmm	Wendell Atchison, sd	Thes. AP RCA
POCAHONTAS							
KPOC 1950	1420 1,000-D	Pocahontas Radio Inc. P.O. Box 250 500		Adrian L. White, gm & pmm Hiram Mayo, cm Bill Nicholson, pd & sd	Ken Kennedy, ce Jack Wilson, nd & wd	Roy Forrester, fd	Wld. UP G.
KPOC-FM 1952	*Chan. 249* *97.7mc* *0.390kw*						

Nobody Yet Ever Tuned In a Watt—

• As a boy, James Watt noted the power of steam rising from a teakettle's spout and went on to become world-famous as an inventor. The term "Watt" to indicate power derives from his name.

We should know . . . we have 10,000 of them going out every day . . . pushing our signal all over Arkansas.

The folks in Arkansas don't know one watt from another . . . but they do know what station brings them—

- **—CBS Radio programs**
- **—Johnnie Holmes, Farm Reporter**
- **—The Barnyard Frolic and other top Western entertainers**
- **—Merry-Go-Round and other top-rated DJ shows**
- **—and a host of other programs**

They further know what station has the only full-time News Department, with Mark Weaver, Gene Goss and Randy Gover to keep them posted on events.

Local and national advertisers feel the same way about it. They bought more time in 1952 on KLRA than ever before in history!

●

For the complete KLRA story, ask any O. L. Taylor office

●

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC · CBS RADIO

KLRA
LITTLE ROCK

XUM

ARKANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			Transc. Library, New Service Transmitte
RUSSELLVILLE							
KXRJ 1947	1490 250	Valley Bcstrs. Inc. 299	MBS Razorback	C. R. Horne, p & gm L. L. Bryan, cm & sd	William C. McKenney, pd & ce Don Sammons, pmm	Morris Leming, nd & fd	.... AP Ray.
SEARCY							
KSCY (CP)	1450 250	Edith Wood Sweezy % Arkansas Recorder 215 E. Third St. Little Rock, Ark.					
KWCB 1951	1300 1,000-D	White County Bcstg. Co. Inc. P.O. Box 95 1281	KBS	Carl N. Dodd, p & gm Homer M. Harris, pd & ce	Don P. Jones, slm	John Argo, sd	SES., Thes. AP G.
SILOAM SPRINGS							
KUOA 1923	1290 5,000-D	KUOA Inc. Siloam Springs, Ark. 777	MBS Arkansas Razorback Western	John E. Brown Sr., p Storm Whaley, gm, cm & nd	Ralph Kennedy, pd Cecil Smith, ce	Charles E. Hoke, fd Royce McKissick, sd	Thes. UP WE
KUOA-FM *1923*	*Chan. 289(B)* *105.7mc* *2.6kw*		....				.... *GE*
SPRINGDALE							
KBRS 1949	1340 250	Southwestern Pub. Co. 920 Rogers St. 2-2011	ABC Pearson	Donald W. Reynolds, p Roy J. Bowman, gm & cm Jerry D. Bidle, pd	R. L. Stocklos, ce Weldon Stamps, supv. d	Pete Harkins, nd	.... AP G.
STUTTGART							
KWAK 1948	1240 250	Stuttgart Bcstg. Co. 1818 S. Buerkle St.	MBS, KBS	Beloit Taylor, p Melvin P. Spann, gm	June Spann, pd	Frank Newbery, ce	St., Wld. UP G.
TEXARKANA							
KOSY 1951	790 1,000-D 500-DA-N	Gateway Bcstg. Co. P.O. Box 1318 22-3771	MBS Pearson	Dr. W. Decker Smith, ptnr. A. L. Davis, ptnr. Tom Dillahunty, gm	Herman Cecil Peter C. Tripp, pd Charles Mathis, ce	Bill Mitchell, fd Tom Sansing, sd Carol Nethery, wd	Thes., Cap AP G.
WALNUT RIDGE							
KRLW 1951	1320 1,000-D	Southern College P.O. Box 67 980	.... Best	Dr. H. E. Williams, p Jim Hall, cm	J. Paul Huddleston, pd & nd Leonard Ringle, ce	Bill Thornton, sd Bonnie Miles, wd	
WEST MEMPHIS							
KWEM 1947	990 1,000-D	KWEM, Inc. P.O. Box 855 463	.... Forjoe	E. D. Rivers Jr., p J. E. Nobles, gm Spencer Bedsole, cm	William Riley, pd Edward Beck, ce Matty Brescia, pmm & sd	Thomas Roane, nd Richard Stuart, fd Patricia Raymond, wd	.... UP G.

CALIFORNIA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, New Service Transmitte
ALTURAS							
KCNO 1951	570 1,000-D	CONR Inc. P. O. Box 207 2531	.... Forjoe Biddick	Rowland H. Dow, p, pd & pmm	Philip N. Good, vp, gm, cm & fd Ralph W. Powers, ce	Margaret E. Miller, nd Bessie M. Dow, wd	St., SES., Cap. UP G.
AUBURN							
KDIA 1950	1490 250	Charles E. Halstead P. O. Box 992 1078	KBS Ayres	Charles E. Halstead Jr., p, gm & ce	Mrs. Charles Halstead wd		.... G.
AVALON							
KBIG 1952	740 10,000-D-DA	John Poole 6540 Sunset Blvd. (Los Angeles) Hempstead 3205	.... Meeker	John H. Poole, o, gm & ce Donald Callen, m Robert J. McAndrews, cm & pmm	Alan Lisser, pd & nd Cliff Gill, oper. m Stu Wilson, pdm	Larry Burrell, sd Sam Margolin, e in chg. (Hollywood) Judson Edwards, e in chg. (Avalon)	Cap. UP G.
BAKERSFIELD							
KAFY 1946	550 1,000-DA-1	Bakersfield Bcstg. Co. 2013 Chester Ave. 4-6421	MBS, Don Lee Grant	George B. Crome, p Sheldon Anderson, gm Naum Healy, cm & sm	Jim McBride, pd Ted Froming, ce Helen Smythe, pmm	Fred Pearcy, nd & sd Jim Garner, fd Mary Gregg, wd	Cap. UP Col.
KBIS 1950	970 1,000 DA-2	Marmat Bcstg. Co. 957 Oak St. 4-6093	.... Oakes	Hal Brown, p & gm Franklin H. Wilbur, cm & pmm	Bob Elias, pd, nd & sd James L. Mattly, ce Pat Patterson, fd	Grace Watkins, wd	Assoc., SE AP Col.
KMAR(FM) *1950*	*Chan. 223 (B)* *92.5mc* *4.7kw*	*(KBIS, AM Affiliate)*					
KERN 1938	1410 1,000	McClatchy Bcstg. Co. Elks Bldg. 8-8431	CBS McClatchy Raymer	Eleanor McClatchy, p Walter L. Baziuk, m	Verne Shatto, ce Phil Waterhouse, nd	Sidney Cox, fd	Cap. AP ....
KERN-FM *1948*	*Chan. 231 (B)* *94.1mc* *9.8kw*						.... *GE*
KERO 1946	1230 250	Kern County Bcstrs. Inc. 1420 Truxton Ave. 4-4548	NBC Avery-Knodel	Gene DeYoung, p & gm Ed Urner, cm	Kenneth Croes, prog. m John Tomerlin, pmm	Clayton Nichols, nd Rod O'Hara, sd	Wld. UP RCA
KPMC 1933	1560 1,000	Pioneer Mercantile Co. 307 E. 21st St. 8-8157	ABC Hollingbery	Frank G. Schamblin, p Leo A. Schamblin, gm C. C. Sturm cm & pd	Leo. P. Jarvis, ce Paul Biermann, pmm & nd	Art Mason, fd & sd Eleanor Strauss, wd	Thes. UP RCA

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XUM

THE TALE OF TOPS IN RADIO

in

ARKANSAS CALIFORNIA OKLAHOMA

KGER

LONG BEACH

LONG BEACH Ranks . . .

40th in Population

30th in Home Furnishing Sales

37th in Automotive Store Sales

35th in Drug Store Sales

39th in Total Retail Sales

TOPS . . .
In Power
*Long Beach's
Most Powerful Station

TOPS . . .
In Listeners
*Most Listened to
Long Beach
Station

KUOA

SILOAM SPRINGS

POPULATION	240,000
FAMILIES	70,000
RADIO FAMILIES	60,000
RETAIL SALES	$145,000,000
FARM INCOME	$90,000,000

TOPS . . .
In Coverage
*Northwest Arkansas'
Most Powerful Station

TOPS . . .
In Popularity
*Celebrating 30 Years
on the Air

KOME

TULSA

POPULATION	810,000
FAMILIES	250,000
RADIO FAMILIES	225,000
RETAIL SALES	$750,000,000
SALES PER HOUSEHOLD	$3,000.00

TOPS . . .
In Power
*Oklahoma's Most
Powerful
Independent Station

TOPS . . .
In Sports
*Tulsa Oilers
Oklahoma Sooners
University of Tulsa
Basketball

5000 WATTS EACH

Greater Coverage of Three Great Markets

THE STATIONS OF THE AMERICAN HOME

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. L brary, New Service Transmitt
BANNING							
KPAS 1947	1490 250	Pass Bcstg. Co. 4425 W. Ramsey St. 515	Porter	Kenneth C. Colburn, p H. W. Wilson, gm Jack Colon, cm & nd	Mary B. Wilson, pd William R. Biggs, ce Jim Faull, sd	Chris McAllister, wd	Thes. AP Ray.
BARSTOW							
KWTC 1947	1230 250	Mojave Valley Bcstg. Inc. P. O. Box 697 4001	Cooke	W. T. Brown, p Harry White, gm & cm	James Harvey, pd, asst. m & nd	Don Alberts, ce	Wld. UP WE
BERKELEY							
**KPFA(FM)* *1949*	*Chan. 231 (B)* *94.1mc* *52kw*	*Pacifica Foundation* *2207 Shattuck Ave.* *Ashberry 3-6767*		*Lewis Hill, exec. d* *Richard Moore, station d.* *William Triest, pd*	*Bruce Harris, ce* *Wallace Hamilton, pub. affairs*	*Americo Chiarito, mus. d*	*INS* *GE*
KRE 1923	1400 250	Central Calif. Bcstrs. Inc. 601 Ashby Ave. Ashberry 3-7715		Arthur Westlund, p & gm Don Hambly, cm Les Avery, pd			AP WE
KRE-FM *1949*	*Chan. 275 (B)* *102.9mc* *9.9kw*						
BISHOP							
KIBS (CP)	1230 250	Inyo Bcstg. Co. Route 1, Box 28 4411		James R. Oliver, co-o, gm, pd S. A. Cisler, co-o	R. S. Deming, cm & sd Evelyn Bandhauer, wd	John Ashworth, ce Russ Matthew, nd & pmm	Cap. UP G.
BLYTHE							
KYOR 1948	1450 250	Bcstg. Corp. of America Box 668 2231	ABC & Calif. Rural Pearson	Paul Nelson, gm Glen Sines, cm Bill Donahoe, pd	Bill Blaisey, ce Charles Bigler, sd Marie Jahnes, wd		
BRAWLEY							
KROP 1946	1300 1,000-D 500-N	Bcstg. Corp. of America P. O. Box 238 1300	ABC & Calif. Rural Pearson	W. B. Ross, trustee	Fred E. Carr gm Nuell Benton, pd	John Chandler, sm & cm	
BURBANK							
KBLA 1952	1490 250	Bcstrs. of Burbank 11516 Oxnard St. N. Hollywood, Calif. Sunset 2-1195		Gordon A. Rogers, p & sd Robert S. Marshall, gm & pmm	Robert Skiles, pd, ce & nd	Mildred Carr, wd	L-W UP WE
CALEXICO							
KICO 1947	1490 250	Charles R. Love P. O. Box 786 918	O'Connell Cooke	Charles R. Love, p W. A. Geddes, gm	Don Gillette, gm James Cain, ce	Bill Smith, sd	AP Ray.
CHICO							
KHSL 1935	1290 5,000 DA-N	Golden Empire Bcstg. Co. 336 Broadway 237	MBS, Don Lee Grant	Mrs. Hugh McClung, p M. F. Woodling, gm J. A. Pero, cm	Ed Parker, pd Russell Pope, ce Martin Jacobson, pmm	Thomas Nelson, nd Boyd Crawford, fd Henry Hanna, sd Dottie Locke, wd	St. UP RCA
KVCI(FM) *1947*	*Chan. 266 (A)* *101.1mc* *9.8kw*	*(KHSL, AM Affiliate)*					
KXOC 1949	1150 5,000 DA-N	KXOC Inc. Radio Lane 1013	CBS Pearson, Western Radio	Lincoln Dellar, p Donald J. Quinn, vp, gm & cm	Neil McIntyre, pd, nd & fd E. W. Berger, ce	Wm. E. Pope, pmm & sd Marieanne Stutz, wd	UP Col.

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KCNO LAND IS PROSPEROUS

The per family share in the whopping big retail sales is $4,450.00

Half these folks are reached by no other daily advertising media.

OREGON	CALIFORNIA	NEVADA
54,912 People	68,486 People	22,546, People
17,027 Families	21,202 Homes	6,790 Homes
16,553 Radio Homes	20,641 Radio Homes	6,491 Radio Homes
$83,810,000 Retail Sales	$80,576,000 Retail Sales	$36,521,000 Retail Sales

KCNO's listeners are first in median income
... in California
... in Oregon
... in Nevada

This adds up to 145,944 people in 43,735 Radio homes with $200,907,000 in annual retail sales.

(All Figures are for *Primary* area)

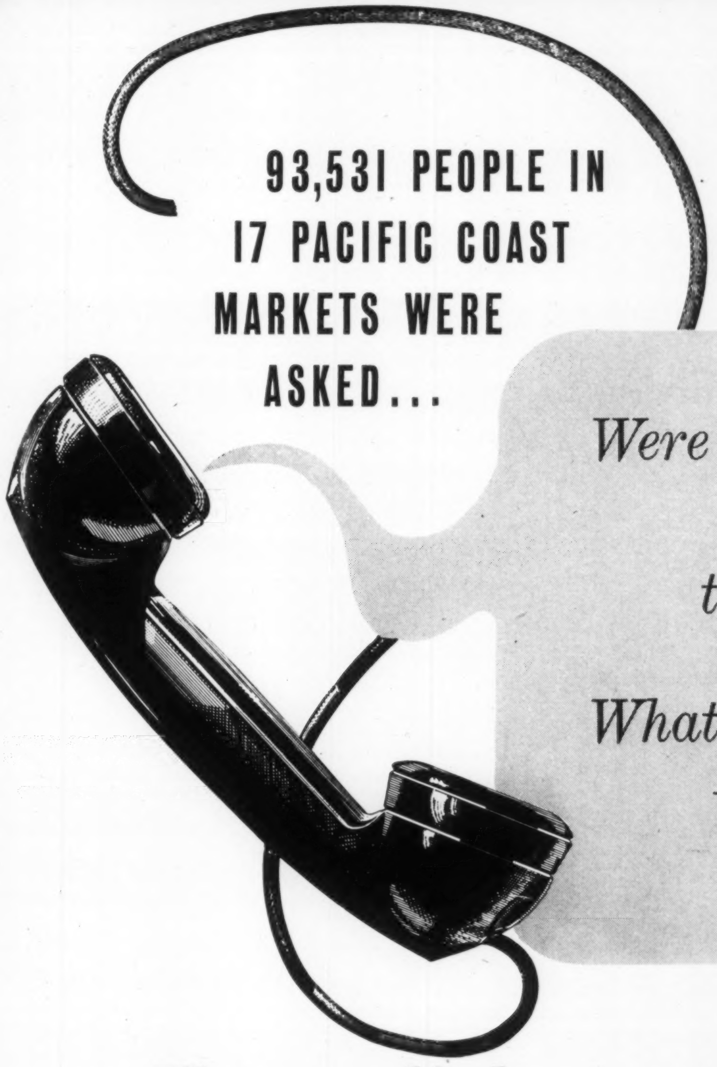
(Almost $100,000,000 in farm income in 1951). KCNO land leads the west in production of BEEF, POTATOES, ALSIKE and HENJCHEN BARLEY.

A mighty 1000 Watts on
570 kc daytime

KCNO
Alturas, California

Represented
Nationally
by
FORJOE

93,531 PEOPLE IN 17 PACIFIC COAST MARKETS WERE ASKED...



Were you listening to the radio when the phone rang?

What program, please?

What station, please?

They replied:

DAYTIME, ***9 a.m. to 6 p.m., Mon. thru Fri.***

DON LEE	**32 firsts out of 36 quarter hours**
ABC	4 firsts
CBS	NO firsts
NBC	NO firsts

EVENING, ***Sunday thru Saturday, 6 to 10 p.m.***

DON LEE	**40 firsts out of 56 half hours**
ABC	5 firsts
CBS	7 firsts
NBC	5 firsts

SATURDAY, ***12 noon to 6 p.m.***

DON LEE	**11 firsts out of 12 half hours**
ABC	1 first
CBS	NO firsts
NBC	NO firsts

SUNDAY, ***12 noon to 6 p.m.***

DON LEE	**8 firsts out of 12 half hours**
ABC	1 first
CBS	3 firsts
NBC	NO firsts

Before you buy *any* media on the Pacific Coast, be sure to read *all* of Don Lee's survey booklet, "Pacific Coast Ears Prefer LOCAL Voices."

If you do not have a copy, simply call or write your Don Lee or John Blair representative.

1313 North Vine Street
Hollywood 28, California

1000 Van Ness Avenue
San Francisco 9, California

Represented Nationally by JOHN BLAIR & COMPANY
NEW YORK • CHICAGO • ST. LOUIS • DETROIT • DALLAS

Mutual
DON LEE
BROADCASTING SYSTEM

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	**Executive Abbreviations** *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, New Service Transmitte
COALINGA							
KBMX 1950	1470 500-D	Pleasant Valley Radio Co. P. O. Box 715 136	....	Benjamin M. Bowman, p	Rea B. Bowman, gm	D. I. Daniels, ce Faye M. Bowman, wd	L W, SES. UP G
CORONA							
KBUC 1948	1370 1,000-D 500-N-DA-N	Radion Bcstg. Inc. Corona, Calif. 1370	.... McGillvra	E. J. Bucknum, p & gm Charles Eubanks, cm	Cliff Miller, pd George A. Farmer, ce	Charles Ferguson, pmm Mary A. Bucknum, asst. m Peg Hendrick, wd	.... UP GE
CRESCENT CITY							
KCRE 1950	1400 250	Del Norte Bcstg. Co. P. O. Box 248 3061	....	Robt. E. Grey, p, co-o, gm & pd Bill Endicott, asst, m Dr. John K. Perry, co-o	Peggy Burke, cm & nd Howard E. Plaschka, ce	Jerry Clausen, fd & sd Dorothy Williams, wd	St., SES. AP GE
CULVER CITY							
KMGM(FM) *1948*	*Chan. 254* *98.7mc* *49kw*	*Metro-Goldwyn-Mayer Studios Inc.* *MGM Studios* *Texas 0331*		*Wm. F. McCrystall, gm*			
DELANO							
KCHJ 1951	1010 1,000-D	Charles H. Johnes Cty. Line Rd. at Melcher 8676	....	Charles H. Johnes, p, gm & ce	Jean G. Johnes, pd		SES. UP ....
DINUBA							
KRDU 1946	1240 250	Radio Dinuba Co. P. O. Box 157 500	....	Egon Hofer, p & gm Dave Hofer, Jr., vp Harold Sparks, pd	Russell Friend, tech. d	Jim Bailey, sd	.... AP ....
EL CENTRO							
KXO 1927	1230 250	Valradio Inc. P. O. Box 140 1100	MBS, Don Lee Raymer	Paul A. Jenkins, p Richard T. Sampson, gm & ce Belle Hovey, cm	Bob Weaver, pd, fd & sd Doug Fishel, pmm Norm Germani, nd	Mary Francisco, wd	Cap., SES. UP RCA
EUREKA							
KHUM 1947	1240 250	Carroll R. Hauser Vance Hotel Hillside 2-5744	ABC, CBS Pearson, Western Radio	Carroll R. Hauser, p & gm Frank M. Smith, cm, fd & sd Verne Emmerson, pd & pmm	Dean Elliott, ce Lee Norton, nd	Winnie Shiphan, wd	Cap. AP Col.
KIEM 1933	1480 5,000 DA-1	Redwood Bcstg. Co. Inc. E at Sixth 3-1621	MBS, Don Lee Blair	Wm. B. Smullin, p & gm Don Telford, cm Paul Corbin, pd	Bob Stach, pmm Newton Steward, nd Eddie Arnold, fd	Harry Howard, sd Mary Lou Stuart, wd	Wld. UP WE
KRED(FM) *1947*	*Chan. 242 (B)* *96.3mc* *4.6kw*	*(KEIM, AM Affiliate)*					
FORT BRAGG							
KDAC 1948	1230 250	Mendocino Coast Bcstg. Co. P. O. Box 616 3251	United Pacific Forjoe	Edward A. Mertle, o	Craig N. Smith, gm & ce	Charles R. Hemphill, cm	.... AP Col.

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CAPTURED

Over 50%* of the total Radio Sets in use in fabulous Imperial Valley, "The Garden Spot of the Nation" with a total income last year of $125 Million Dollars.

The Family
STATION
for Imperial Valley

KXO
EL CENTRO, CALIFORNIA
Paul H. Raymer Co., Inc.

*Based on
Conlan, Crossley
and Ward Surveys

FRESNO

KARM 1938	1430 5,000-DA-1	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	ABC Petry	Hattie Harm, p Clyde F. Coombs, gm	Edward Ropolo, pd Elbert Dean, ce	Eldora Roth Cooney, pmm Hap Haggard, nd	St. AP & INS RCA
KARM-FM *1948*	*Chan. 270 (B)* *101.9mc* *7.4kw*						.... *GE*
KFRE 1936	940 50,000 DA-2	California Inland Bcstg. Co. T. W. Patterson Bldg. 4-5001	CBS Avery-Knodel	Paul R. Bartlett, p & gm Keith L. Mealey, d of engrg. & asst. m	Frank D. Woody, cm	Ed. J. Frech, pd Wally Erickson, nd & fd	Wld. UP GE
KRFM(FM) *1947*	*Chan. 229 (B)* *93.7mc* *70kw*	*(KFRE, AM Affiliate)*					
KGST 1949	1600 1,000-D	Delle Bcstg. Co. Farmers Market 6-6526	.... Forjoe	Morris Mindel, cm & sd Jeanne Bachner, pd & wd	Bob Fisher, nd	Bob Love, fd	.... UP Col.
KMJ 1925	580 5,000	McClatchy Bcstg. Co. 1515 Van Ness Ave. 3-6277	NBC Rayner	Eleanor McClatchy, p William S. Sanford, gm Coyle Chambers, cm	Joseph Tomes, pd Ramsey Elliot, pmm William Wallace, ce	Joseph Drilling, nd & sd Edward Sturgeon, fd	Assoc. AP, UP RCA
KMJ-FM *1949*	*Chan. 250 (B)* *97.9mc* *7.3kw*						
KMJ-TV 1952		McClatchy Bcstg. Co. 1515 Van Ness Ave. 3-6277		(For full information see TELECASTING Yearbook)			
KYNO 1947	1300 1,000 DA-2	Schuler, Chenault, Anderson and Williamson P. O. Box 407 2-4163	MBS, Don Lee Hollingbery	Robert S. Schuler, p Gene Chenault, gm Les Daggett, cm	Leo Goldman, pd Bert Williamson, ce	Ed Piston, nd	Thes. UP Ray.

GLENDALE

KIEV 1933	870 250-D	Cannon System Ltd. 102 N. Glendale Ave. Citrus 1-1133		David H. Cannon, p	Cal Cannon, gm	Charles N. Whitten Jr., ce	.... UP WE
KUTE(FM) *1952*	*Chan. 270 (B)* *101.9mc* *11.6kw*	*Robert P. Adams* *P. O. Box 729* *Citrus 4-1414*	....	*R. P. Adams, p & ce*			.... *Fed.*

HANFORD

KNGS 1948	620 1,000 DA-N	Hanford Bcstg. Co. P. O. Box 620 620	.... O'Ccnnell	Samuel M. Beaubaire, p	Don C. Reeves, gm & ce	Lloyd Chappel, pd	St. UP, INS Ray.

HOLLYWOOD (See Los Angeles Listing)

INDIO

KREO 1946	1400 250	Bcstg. Corp. of America P. O. Box 707 7-3403	ABC Pearson	Lyle Shuman, gm Vicent Palmer, cm Norma Wilson, pd & wd	Clifford Lantz, ce Margaret Rogers, nd Dwight Drum, fd	Bill Williams, sd	.... Ray.

KIEM 5000 AM WATTS 4600 FM KRED

SERVING NORTHERN CALIFORNIA and SOUTHERN OREGON SINCE 1933

PHONE HILLSIDE 3-1621, EUREKA, CALIFORNIA 1480 KC

ASK JOHN BLAIR!

PROGRAMS — LISTENER PREFERENCE — POWER —

CHANNEL 3—TV APPLIED FOR!!

. . . your client gets all three, plus solid promotional effort when you add KIEM-KRED FM to his schedule.

KIEM listeners (110,000 people) believe and trust the station which has served them since 1933.

Modern plant manned by 28 professional radio people to help your campaign make cash registers ring!!

PACIFIC OCEAN

"Voice of Redwoods"

Write for your living souvenir of the Redwoods—FREE

RADIO CENTER

AFFILIATED WITH MUTUAL DON LEE BROADCASTING SYSTEM

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
LANCASTER							
KAVL 1950	1340 250	Antelope Bcstg. Co. Inc. P. O. Box 1192 1000	.... Western Radio	Whitford B. Carter, p & gm Herbert L. Comstock, cm	Jim Turner, pd James B. French, ce Robert Hawkins, nd	Ray Cloud, fd Ray McFarland, sd Wilma Lewis, wd	Wld., SES. UP RCA
LODI							
KCVR 1946	1570 1,000-D	Central Valley Radio P. O. Box 600 8-0628	.... Ayers	Herbert W. Brown, co-o, gm, pmm & nd David A. Brown, co-o Howard Berry, cm	Marlene Faszer, pd	George Sampson, ce	.... UP Ray.
LONG BEACH							
KFOX 1924	1280 1,000	Nichols & Warinner, Inc. 220 E. Anaheim 672-81	.... Burn-Smith	Hal G. Nichols, p, gm & pd	Lawrence W. McDowell, cm & ce	Robert Lamb, pmm	L-W, Wld. UP WE
KFOX-FM *1951*	*Chan. 272 (A)* *102.3mc* *1kw*						
KGER 1926	1390 5,000-DA-N	John Brown Schools of Calif. 3745 Atlantic Ave. 40-7907	....	Dr. John E. Brown, p Storm Whaley, gm Clinton H. Fowler, cm & pd	Luther H. Crumbaugh, ce Finis Bell, nd Maj. Harry L. Bateson, fd	Robt. Klosterman, sd Irene Cook, wd	Thes. AP RCA
KNOB(FM) *1949*	*Chan. 276 (A)* *103.1mc* *.32kw*	*The Cerritos Bcstg. Co.* *1120 Pine Ave.* *8-5519*	....	*Ray Torian, gm, cm & pd*	*Andy Sorensen, asst. pd*		.... *Ray.*
LOS ANGELES							
KECA 1929	790 5,000 DA-N	American Bcstg. Co. 1539 N. Vine St. Hudson 2-3141	ABC	William Phillipson, d of W. div. (ABC) Amos Baron, gm Matt Barr, slm	Dresser Dahlstead, pd C. Merwin Travis, pmm	Phillip Caldwell, ce	L-W AP, UP RCA
KECA-FM *1948*	*Chan. 238 (B)* *95.5mc* *3.8kw*						
KECA-TV 1949		American Bcstg. Co. 4151 Prospect St. Normandy 3-3311		(For full information see TELECASTING Yearbook)			
KFAC 1929	1330 5,000-DA-N	Los Angeles Bcstg. Co. Inc. 645 S. Mariposa Ave. Dunkirk 4-1231	.... Bolling	E. L. Cord, o Calvin J. Smith, p, gm & cm	Howard Rhines, pd Ron Oakley, ce	Morton Levine, pmm Dick Joy, nd	Assoc. AP RCA
KFAC-FM *1948*	*Chan. 282 (B)* *104.3mc* *8.8kw*						
KFI 1922	640 50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Dunkirk 2-2121	NBC Christal	Earle C. Anthony, p & gm Charles E. Hamilton, sup. sls. & prog.	Pat Kelly, pd Ron Manders, pmm H. L. Blatterman, co-ce	Curtis W. Mason, co-ce Pat Bishop, nd Nelson McIninch, fd	Wld., Cap. AP, UP RCA

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KARM

Fresno, California

ABC's Station for Central California

Represented Nationally by

EDWARD PETRY & CO., Inc. New York — Chicago — Detroit — St. Louis — Los Angeles — San Francisco — Dallas

*KFSG 1924	1150 2,500-D 1,000-N S-KRKD	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Dunkirk 9-1141	....	Dr. Rolf K. McPherson, p M. D. Buchen, gm & pd	Donald K. Horton, ce	Oval Wylie, pmm	.... WE
KFVD 1925	1020 5,000 L-KDKA	Standard Bcstg. Co. 338 S. Western Ave. Dunkirk 8-2345	.... McGillvra	J. Frank Burke, p Frank Burke, Jr., gm Vern A. Lindblade, cm	Carl Brewster, pd Leonard Reeves, ce George Sanders, nd	Violet Schram, wd	.... AP, UP Ray.
KFWB 1925	980 5,000	KFWB Bcstg. Corp. 6419 Hollywood Blvd. Hempstead 5151	.... Branham	Harry Maizlish, o, p & gm Sydney Gaynor, cm Dan Russell, pd	Harry Myers, ce Sydney Yallen, pmm Al Gordon, nd	Mark Scott, sd	.... AP, UP ....
KFWB-FM *1948*		*Union Bcstg. Corp.* *6419 Hollywood Blvd.* *Hempstead 5151*		*Harry Maizlish, p & gm*	*Sydney Gaynor, cm* *Sydney Yallen, pd*	*Robert Brooking, ce*	
KGFJ 1926	1230 250	Ben S. McGlashan 6314 Sunset Blvd. Hillside 0201		Ben S. McGlashen, o Thelma Kirchner, gm & cm	Homer Obuchon, ce	Juanita Buresh, traf. m	Assoc. UP WE
KHJ 1922	930 5,000	Don Lee Bcstg. System 1313 N. Vine St. Hudson 2-2133	MBS Don Lee Blair	Willet H. Brown, p Ward D. Ingrim, evp. Norman Boggs, vp chg. sls.	A. J. LaFrano, pd H. H. Sonnenburg, pmm Robert E. Arne, ce	Bud Coulson, pub. rel. d Les MaWhinney, nd & fd Norma Young, wd	Wld. AP, INS WE
KHJ-FM	*Chan. 266 (B)* *101.1mc, 16.8kw*						
KHJ-TV 1951		General Teleradio Inc. 1313 Vine St. N. Hudson 2-2133		(**For full information see TELECASTING Yearbook**)			
KLAC 1946	570 5,000-D 1,000-N	KMTR Radio Corp. 1000 Cahuenga Hudson 2-7311	.... Young	(Mrs.) Dorothy Schiff, o M. W. Hall, p Don Fedderson, evp & gm	Jack Mulligan, slm Charles C. Craig, pd R. W. Conner, d of engrg.	Ed Lyon, nd Sam Balter, sd	.... UP RCA
KLAC-TV 1948		KMTR Radio Corp. 1000 Cahuenga Hudson 2-7311					
KMGM(FM) *1948*	*Chan. 254 (B)* *98.7mc, 49 kw*			*(See Culver City listing)*			
KMPC 1927	710 50,000-D 10,000-N DA-N	KMPC, The Station of the Stars Inc. 5939 Sunset Blvd. Hollywood 9-5341	.... H-R Reps.	Robt. O. Reynolds, vp & gm Loyd C. Sigmon, vp, asst. gm, & ce	Mark L. Haas, vp & pd John E. Baird, pub. affairs d Charles H. Cowling, slm	James McCulla, nd Bob Kelley, sd Charles L. Stone, fd	.... UP, AP RCA
KNBH(TV) 1949		National Bcstg. Co. Sunset & Vine Hollywood 9-6161		(**For full information see TELECASTING Yearbook**)			
KNX 1924	1070 50,000	Columbia Bcstg. System 6121 Hollywood Blvd. Hollywood 9-1212	CBS, Columbia Pacific Radio CBS Radio Spot Sales	William D. Shaw, gm Edwin W. Buckalew, asst. gm. chg. sls. Robert P. Sutton, pd	Les Bowman, ce Sherril W. Taylor, pmm Alan Axtell, asst. gen. slm	Jack Beck, nd Robert Wilson, fd Tom Harmon, sd	.... UP, AP RCA
KNX-FM *1948*	*Chan. 226 (A)* *93.1mc, 59kw*						.... *WE*
KNXT(TV) 1951		Columbia Bcstg. System Inc. 1313 N. Vine St. Hollywood 9-1212		(**For full information see TELECASTING Yearbook**)			
KPIK (TV) (CP)		John Poole 6540 Sunset Blvd. Hempstead 3205		(For full information see TELECASTING Yearbook)			

Here's Our

CONCERT PITCH

A LOYAL, RESPONSIVE AUDIENCE

GOOD MUSIC **GOOD BUSINESS**

Lowest Cost Per 1000 In Southern California

KfAC

Represented Nationally by
THE BOLLING CO.

The Music Station

645 S. MARIPOSA
LOS ANGELES 5, CALIFORNIA

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
LOS ANGELES (Cont'd)							
KPOL 1952	1540 5,000-D	Coast Radio Bcstg. Corp. 5087 Huntington Drive N. Capitol 1-6101	....	Hugh R. Murchison, p Charles Hughes, gm & cm Larry Dysart, pd	Floyd W. Hall, ce Jack Stanley, nd	Lee Geroni, wd Al Johns, sd	.... AP G.
KRKD 1927	1150 5,000-D 1,000-N S-KFSG	Radio Bcstrs. Inc. 541 S. Spring St. Tucker 7111	....	Ned Connor, gm & cm Charles A. Clifton, pd & sd	Willis O. Freitag, ce	Phil Brooks, nd	SES. Wld. AP, INS RCA
KRKD-FM *1949*	*Chan. 242 (B)* *96.3mc* *15kw*	*Radio Bcstrs. Inc.* *312 Spring Arcade Bldg.* *Tucker 7111*					.... WE
KSRT(FM) (CP)	*Chan. 230(B)* *93.9mc* *6.4kw*	*Don C. Martin* *1653 N. Cherokee* *Hudson 2-3281*		*Walter M. Bradish, ce* *Don C. Martin, p & gm*	*James L. Fitch, pd*	*Hal Kornell, nd*	*Ses.* *AP* *REL*
KTLA(TV) 1947		Paramount Television Productions, Inc. 5451 Marathon St. Hollywood 9-3181		**(For full information see TELECASTING Yearbook)**			
KTTV(TV) 1949		KTTV Inc. 5746 Sunset Blvd. Hudson 2-7111		**(For full information see TELECASTING Yearbook)**			
*KUSC(FM) _1946_	*91.5mc* *3.9kw*	*U. of So. Calif.* *3515 University Ave.* *Richmond 2311*	*NAEB*	*William H. Sener, gm*	*Ivan Campbell, pd*	*John Newton, ce*	*McGregor* *UP* *WE*
*KUSC (TV (CP)		University of S. California					
MARYSVILLE							
KMYC 1940	1410 1,000-DA-1	Marysville-Yuba City Bcstrs. Inc. P. O. Box 631 2-2396	MBS, Don Lee Grant	Horace E. Thomas, p Joe D. Carroll, gm, cm & sd Bill Stuckaloff, pd	Loyd McQueary, ce John Mayer, pmm & nd Al Powell, fd	Lois Carroll, wd	Wld. AP WE
KMYC-FM *1947*	*Chan. 261 (B)* *99.9mc* *4.9kw*						.... *GE*
MERCED							
KYOS 1936	1480 5,000 DA-N	Merced Bcstg. Co. P. O. Box 717 1430	MBS, Don Lee Grant	Mrs. Hugh McClung, p Charles H. Kinsley Jr., sm & sd A. J. Krisik, cm	Hugh Murray, pd & fd Malcolm Beavers, ce E. M. Blakesley, pmm	Richard Watry, nd Joan Gould, wd	St. UP RCA
KVME(FM) *1948*	*Chan. 248 (B)* *97.5mc* *8.9kw*	*(KYOS, AM Affiliate)*					
MODESTO							
KBEE(FM) *1948*	*Chan. 277 (B)* *103.3mc* *11.5kw*	*McClatchy Bcstg. Co.* *14th & Eye Sts.* *2-2061*	*Raymer*	*Eleanor McClatchy, p*	*J. B. Hancock, ce*		*Cap., Assoc.* *UP* *RCA*
KBOX 1951	970 1,000 DA-2	Stanislaus County Bcstrs. Inc. 1507 Tenth St. 3-7756	.... Oakes	Milton L. Hibdon, p, gm & cm Roy Storey, pd & nd	Andy White, pmm Maurice Hill, fd	Beth West, wd	L-W AP Col.
KMOD 1950	1360 1,000 DA-N	Radio Modesto Inc. P. O. Box 941 2-1051	ABC Meeker, Moore, Western Radio	John H. Schacht, p & gm Judson Sturtevant, cm	Gene D'Accardo, pd, nd & sd	Ralph Herbert, pmm Charley Packard, fd Mary diFant, wd	Wld. AP GE
KTRB 1933	860 10,000-D 1,000-N-DA-2	KTRB Bcstg. Co. Inc. P. O. Box 593 3-0737	.... Grant	Wm. H. Bates Jr., p, gm & ce Lee Roddy, cm Don E. Lapan, pd & pmm	Chas. McEwen, nd Leonard Anderson, fd Phil Barber, sd	Hilda Higbee, wd	St., Cole UP, INS, GE
KTRB-FM *1949*	*Chan. 281 (B)* *104.1mc* *4.7kw*						
MONTEREY							
KMBY 1949	1240 250	Monterey Radio-Tel. Co. Hotel San Carlos 2-4541	Grant	Kenyon Brown, p			
KXXL 1952	630 500-D	S. A. Cisler P. O. Box 1070	....	S. A. Cisler, p	James Oliver, gm		Thes., St., Mac. AP Ray.
MT. SHASTA							
KWSD 1947	1340 250	Shasta Cascade Bcstg. Corp. E. Alma St. 2124	.... Western Radio Continental	Arthur Adler, co-o & gm David H. Rees, co-o & sm	Iola Huntingdon, pd	Donald F. Keys, ce	Thes. AP RCA
NAPA							
KVON 1947	1440 500 DA-1	Napa Bcstg. Co. P. O. Box 427 6-2023	.... Forjoe Western Radio	Luther E. Gibson, p Elmer Gibson, sm & cm Jack Daugherty, pd & nd	David Wortman, ce Dave Beronio, sd	Martha Walker, wd	Wld. UP Col.
NEEDLES							
KSFE 1952	1340 250	Needles Bcstg. Co. P. O. Box C-2 1234	KBS West Coast, Continental	B. J. Fitzpatrick, ptnr., co-m & cm	L. A. Newsome, Jr., ptnr., co-m & pd	Albert Lincoln, ce	Thes. INS RCA
OAKLAND							
KLX 1922	910 1,000 CP:5,000-DA-1	Tribune Building Co. Tribune Tower Glencourt 1-0660	.... Burn-Smith, Scott	J. R. Knowland Jr., p Milton L. Levy, gm	Jerry Morton, pd Roswell S. Smith, ce	John K. Chapel, nd Bill Laws, sd Anne Truax, wd	Thes., St. AP WE
KLX-FM(B) *1948*	*Chan. 267 (B)* *101.3mc* *20kw*						.... *GE*
KROW 1925	960 1,000	KROW Inc. 464 19th St. Twinoaks 3-9600	.... Raymer	Sheldon F. Sackett, p J. G. Paltridge, gm Russ Coughlan, pd	Jack Grant, slm Harry Bartholomei, ce Ray A. Yeager, asst. pd	Don Arlett, publ. d Jim Young, nd & fd Vern Louden, sd Wanda Ramey, wd	St. AP, UP Col.
KWBR 1921	1310 1,000	Warner Bros. 327 22nd St. Higate 4-1212	.... Forjoe	S. W. Warner, p & gm F. Wellington Morse, sm	Jeane Fisher, pd	Paul Gregg, ce	.... UP RCA

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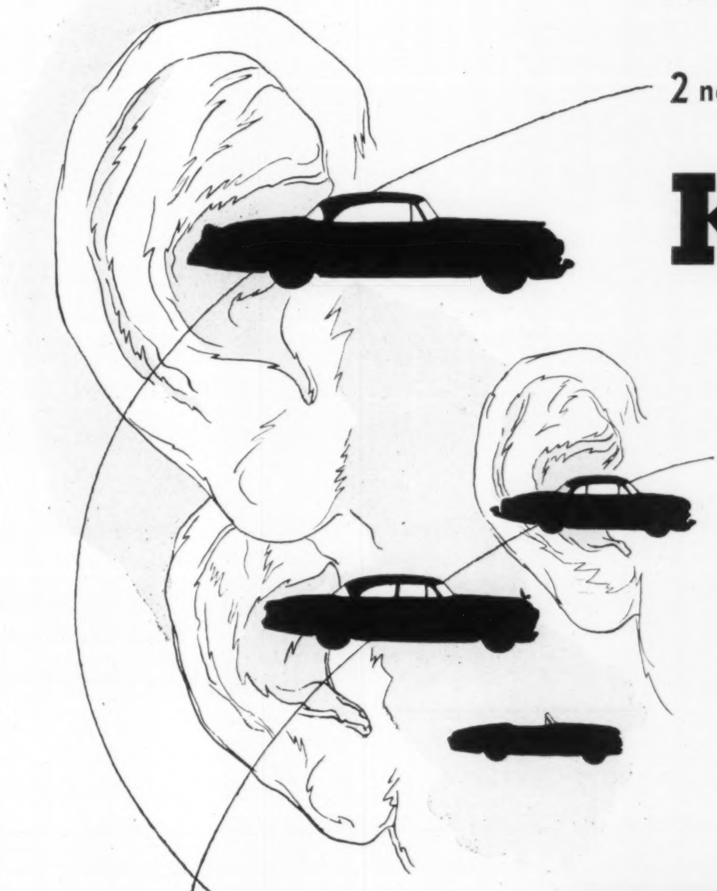
XUM

for easy *Automobile* Radio Listening....

★ IN AMERICA'S LARGEST
AUTOMOBILE RADIO MARKET
and
2 nd LARGEST RETAIL MARKET



KFWB

leads

ALL INDEPENDENTS*

LOS ANGELES HAS MORE AUTOMOBILE RADIOS than the following cities have radio homes:

DALLAS, MIAMI, NEW HAVEN, OMAHA, SALT LAKE CITY, PROVIDENCE, TRENTON, SYRACUSE, SPRINGFIELD, ILL. . . .

. . . and the greatest number of them tune to . . .

KFWB

980 on your dial

* PULSE 1952 OUT-of-HOME LISTENING SURVEY

NATIONALLY REPRESENTED BY **THE BRANHAM COMPANY**

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
ONTARIO							
KOCS 1947	1510 250-D	The Daily Report Co. 222 B St. E. 6-2754	O'Connell	Jerene A. Harnish, p Marjorie Rogers, sm	R. H. Rogers, ce	Joe Kinser, sd	Cap., SES UP GE
KEDO(FM)	*Chan. 228 (A)* *93.5mc* *0.31kw*	*(KOCS, AM Affiliate)*					
OROVILLE							
KMOR 1948	1340 250	Oroville Bcstrs. Inc. P. O. Box 1032 1340	Ayers	Herb D. Olson, gm & cm Larry Campen, opers. d	Bill Talbitzer, pmm & sd	Harry Grafe, nd	Thes. UP RCA
PALM SPRINGS							
KCMJ 1946	1340 250	Palm Springs Bcstg. Co. P. O. Box KK 2253	CBS O'Connell, Western Radio	Joseph E. Gamble, p & gm	James Hadlock, pd	Robert Harbison, ce (Miss) Phil Stone, nd	Thes. AP
KPAL (CP)	1450 250	Desert Radio & TV Co. 174 N. Palm Caynon Dr.					
PALO ALTO							
KIBE 1949	1220 250-D	J. B. Rhodes 498 University Ave. Davenport 2-5055		J. B. Rhodes, p Jay B. Rhodes, Jr., gm Arnold Vezzani, cm	Robert Seaman, pd Walter Coleman, ce	Don Klein, sd	St. AP
PASADENA							
KALI 1950	1430 1,000-D-DA	Consolidated Bcstg. Co 758 E. Colorado St. Ryan 1-7148	Oakes	Henry Fritzen, p, gm & pd	Chester Erickson, cm	Harvey Fritch, ce Ray Everhard, nd & sd	Assoc. UP RCA
*KPPC 1924	1240 100 SH	Pasadena Presbyterian Church 54 N. Madison Sycamore 3-2191		Dr. Ganse Little, p	Leon Hall, gm & pd	Fred W. Volken, ce	Col.
KWKW 1942	1300 1,000 DA-N	Southern Calif. Bcstg. Co. 800 Sierra Madre Villa Ryan 1-6744	Forjoe	Marshall S. Neal, p Wm. J. Beaton, gm & cm Bill Garr, pd & nd	Paul W. Spargo, ce Claire Hughes, pmm & wd Gordon Baker Lloyd, fd	Andy James, sd	UP RCA
KWKW-FM *1947*	*Chan. 252 (A)* *98.3mc* *0.33kw*						*GE*
KXLA 1942	1110 10,000 DA-2	Pacific Coast Bcstg. Co 1401 S. Oak Knoll Ave. Ryan 1-6991		Loyal K. King, p & gm Carl Saunders, pd & nd	Dr. LeRoy Smith, fd Lou Stevens, sd	Marian Atkinson, wd	Wld. AP WE
PASO ROBLES							
KPRL 1946	1230 250	Bernard & Dale J. Schwartz 32nd & Oak Sts. 204	MBS, KBS, Don Lee Grant	Dale J. Schwartz, ptnr., gm & ce Bernard Schwartz, ptnr., cm, pd, nd & sd	Henry May, fd	Dorothy Schwartz, wd	AP RCA

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KROY

Sacramento, California

Columbia's Basic Station for California's Capital

Represented Nationally by

AVERY-KNODEL, Inc. New York — Chicago — San Francisco — Los Angeles — Atlanta — Dallas

PETALUMA							
KAFP 1950	1490 250	Warner Bros. Hotel Petaluma 2-2729	.... Western Radio	S. W. Warner, co-o Eugene Warner, co-o Wellington Morse, gm	Howard Heggum, cm (Miss) Jackie Lane, pd & wd Ted Kennessey, sm & sd	John Spears, nd Jack Goforth, fd	Wld., Cap. UP G.
PITTSBURG							
KECC 1949	990 1,000 DA-N	KECC Inc. 235 Railroad Ave. 2-2964	.... Grant	Mel D. Marshall, gm J. C. MacFarland, cm	H. L. Markall, pd & sd M. R. Scott, ce	George Y. Spelvin, pmm L. S. Gilman, nd	Wld., L-W UP WE
POMONA							
KPMO 1947	1600 500	Valley Bcstg. Co. 1240 E. Holt Lycoming 2-1293	....	Dean H. Wickstrom, ptnr., gm, cm & ce	Warner J. Sorenson, ptnr.	Florence E. Wickstrom, pd	.... UP Ray.
PORTERVILLE							
KTIP 1947	1450 250	J. F. Tighe Necombe at Grand 1450	.... Cooke	Frank R. Brown, gm, cm & pd Allan Weaver, ce & sd Don Falconer, pmm	Ken Clifford, nd Bill Luddy, fd	Alta Corbin, wd	Thes. UP Ray.
RED BLUFF							
KBLF 1946	1490 250	Hal K. Shade Tremont Hotel 880	.... Moore	Hal K. Shade, o Bill Baumgarten, gm Gary Morano, cm & sd	Pat Krocaw, pd Ned Hutchinson, pmm Paul Boer, ce	Don Reickling, ce Don Smith, fd Jane Harter, wd	Cap. UP G.
REDDING							
KVCV 1939	600 1,000 DA-1	Golden Empire Bcstg. Co. P. O. Box 511 1646	MBS. Don Lee Grant	(Mrs.) Hugh McClung, p Fred M. Stuelpnagel, gm H. E. McCarty, cm	Lyle Mathys, pd Russell Pope, ce Robert Hoskins, pmm & fd	Charles Castor, nd Ted Dooley, sd Fran Bruce, wd	St. UP RCA
KVRE(FM) *1949*	*Chan. 280 (A)* *103.9mc* *1kw*	*(KVCV, AM Affiliate)*					
RIDGECREST							
KIWL (CP)	1240 250	Indian Wells Bcstg. Co P. O. Box 252					
RIVERSIDE							
KPRO 1941	1440 1,000	Bcstg. Corp. of America 3401 Russel St. 6290	Calif. Net. Pearson	W. B. Ross, trustee Fred E. Carr, gm Richard B. Sprott, sm & cm	Virginia Blackman, pd & wd Eric Munro, ce Lyle Shuman, nd	Bill Tompkins, fd George Corneal, sd	.... AP Col.
KPOR (FM) *1946*	*Chan. 248 (B)* *97.5mc* *81.6kw*	*(KPRO, AM Affiliate)*					
SACRAMENTO							
KCRA 1945	1320 5,000-D 1,000-N DA-2	KCRA Inc. 1010 11th St. Gilbert 2-0758	NBC Meeker	Ewing C. Kelly, p & gm Howard J. Smiley, sm John J. Kehoe, cm Bob Roberts, pd	W. Herbert Hartman, ce Irma Davis, pmm	Mal McIntyre, nd Bill Conlin, sd	Wld. UP WE
KCRA-FM *1947*	*Chan. 241 (B)* *96.1mc* *11kw*						.... *GE*

KCRA NIGHTTIME CIRCULATION INCREASES 44 44/100 %

Dr. Baker's SAMS Survey credits KCRA with a Nighttime increase of 23,369 radio families, when compared with his 1949 BMB. Standard Audit says KCRA Daytime coverage increased by 14,985.

NIELSEN NIGHTTIME KCRA CIRCULATION 91,360?

Total Weekly Audience	1949 BMB	1952 SAMS	1952 Nielsen
DAYTIME	49,830	64,815	84,090
NIGHTTIME	52,630	75,999	91,360

If you are CONFUSED, how do you think the "Glib-Tongued" boys in the Sales Department feel? You might as well get ready for a "Field Day". There's a can of MID-NITE OIL for your *new* 1953 *slide rule* on the way.

Ask your Meeker Representative for your free supply of MID-NITE OIL.

KCRA

LUCKY 13 Two-Oh!

SACRAMENTO, CALIFORNIA

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
SACRAMENTO (Con't)							
KFBK 1922	1530 50,000-DA-1	McClatchy Bcstg. Co. 703 Eye St. Gilbert 3-1745	ABC Raymer	Eleanor McClatchy, o Keith B. Collins Perry Nelson, cm Harry Warren, pd	Louise Schultz, ppm Stam Sronce, ce Victor Blanks, nd	Ray Rogers, fd Tony Koester, sd Jeanne De Vivier, wd	Thes. AP, UP ....
KFBK-FM *1947*	*Chan. 245 (B)* *96.9mc* *3.2kw*						
KGMS 1952	1380 1,000-D-DA	Capitol Radio Enterprises Hotel Senator Hudson 1-3133	.... Grant	Irving J. Schwartz, ptnr. & gm William S. George, ptnr. & cm	Jack F. Matranga, ptnr. & pd Richard Hinz, ce	Robert Dyer, nd Steve George, sd	Cap. AP Col.
KROY 1937	1240 250	KROY Inc. Hotel Sacramento Gilbert 3-2525	CBS, Columbia Pacific Avery-Knodel	C. L. McCarthy, gm Joseph E. Hinman, cm & asst. m	John Z. Ickes, pd & fd William J. Karpisek, ce	Henry Thornley, nd & sd	Assoc., UP INS RCA
KXOA 1945	1470 1,000 DA-1	Sacramento Bcstrs. Inc P. O. Box 94 Hickory 9-3576	MBS, Don Lee Pearson	Lincoln Deller, p Robert W. Dumm, gm	Dean Seaton, pd & sd E. W. Berger, ce	Jules Housman, nd Beth Shelby, wd	St. UP Ray.
KXOA-FM *1948*	*Chan.300 (A)* *107.9mc* *13kw*						.... *GE*
SALINAS							
KSBW 1947	1380 1,000 DA-1	Salinas Bcstg. Corp. P. O. Box 1651 8071	MBS, Don Lee Burn-Smith, Western Radio	John Cohan, p & gm W. M. Oates, cm Herb Hanes, ce	Jim Robinson, pmm Virgil Mitchell, nd	Don Wells, sd	Cap. AP RCA
SAN BERNARDINO							
KCSB 1948	1390 500 DA-N	F. P. D'Angelo 770 Mill St. 8-2245	.... Forjoe	F. P. D'Angelo, o & gm Chuck Bennett, sm & sd Jim Tracewell, ce & asst. m	Ed Lytle, slm Ed Mundy Jr., pd, traf. & prod. m Bert Claudy, nd	Walt Abbott, fd	Thes., SES. AP WE
KFXM 1929	590 1,000 DA-2	Lee Bros. Bcstg. Corp. 512 5th St. 4761	MBS, Don Lee Blair	J. Clifford Lee, p E. W. Lee, vp & gm Donald Cummings, cm	Gene Lee, pd George Ewing, ce Paul H. Martin, pmm & natl. slm	Phil Stewart, nd Howard Baichly, fd Howard Bailey, sd	Wld. UP RCA
KITO 1947	1290 5,000-DA-2	KITO Inc. 569 Fourth St. 7807	ABC Hollingbery	J. J. Flanigan, p & gm Arnold Benum, cm Fred Reinhardt, pd, pmm, fd & sd	Dick Klitzing, ce Bob Van Roy, nd	Marjorie Sharpe, wd	Cap. UP RCA
KITO-TV (CP)		KITO Inc. 569 Fourth St. 7807		(For full information see TELECASTING Yearbook)			
KRNO 1948	1240 250	Western Empire Bcstrs. Inc. 990 Colton Ave. 8-2771	.... Cooke	Van C. Newkirk, p Norman H. Rogers, gm James W. Gerrard, cm	Charles Palmer, pd & nd George W. Brock, ce John Staples, pmm	Donald Fedigan, fd	.... AP RCA
SAN BRUNO							
KSBR(FM) *1946*	*Chan.263 (A)* *100.5mc* *250kw*	*Radio Diablo, Inc.* *798 San Mateo Ave.* *Juno 8-1212*	....	*Orrin H. Brown, p & gm*			*St.* ....
SAN BRUNO MT.							
KNBC-FM		*(See San Francisco listing)*					
SAN DIEGO							
KCBQ 1946	1170 5,000-D 1,000-N-DA-N	Charles E. Salik Hotel Manor P. O. Box 1629 Jackson 4101	ABC Avery-Knodel	Charles E. Salik, p & gm Graham H. Moore, cm Harry Mitchell, pd	Charles J. Sherburne, ce Billye Margaret Tomlinson, pmm Lorena B. James, bus. m	John Halvorson, nd Howard Keddie, fd Bob Regan, sd Izetta Jewel, wd	L-W UP RCA
KFMB 1941	550 1,000-DA-1	Kennedy Bcstg. Co. 1405 Fifth Ave. Main 2114	CBS Branham	John A. Kennedy, p Howard L. Chernoff, gm Hobby Myers, sm	Jerry Lee Pecht, pd Thornton W. Chew, ce Lisle F. Shoemaker, pmm	Ray Wilson, nd Molly Morse, wd	Cap., SES. AP, UP GE
KFMB-TV 1949		Kennedy Bcstg. Co. 1405 Fifth Ave. Main 2114		(For full information see TELECASTING Yearbook)			
KFSD 1926	600 5,000-DA-1	Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353	NBC Raymer	Thomas E. Sharp, p	John C. Merino, gm	Leroy Bellwood, ce	Wld. INS RCA
KFSD-FM *1948*	*Chan. 231 (B)* *94.1mc* *33kw*						
KGB 1927	1360 1,000	Don Lee Bcstg. Co. 1017 First Ave. Franklin 6151	MBS Blair	Willet H. Brown, p Marion R. Harris, gm Matt Long, pd	Joe Kline, ce	Johnnie Black, nd	.... AP, UP Col.
KSDO 1947	1130 5,000-D 1,000-N-DA-2	San Diego Bcstg. Co. 1029 Second Ave. Main 2041	.... Stubbins, Bolling, Pearson	Jack Heintz, vp & gm Norman Kay, cm Wilson Edwards, asst. m	Vern Milton, pd & ce	Sonia Duzant, pmm	.... AP, UP WH
KSON 1947	1240 250	Fred Rabell & Dorothy Johnson 630 F St. Franklin 5175	...... Forjoe	Fred Rabell, p & gm Dorothy Johnson, sm Richard Fanning, cm Frank Colpitts, pd & pmm	Norman Burwell, ce Seymour Francis, nd	Dorothy Puckner, wd	Assoc. AP RCA
SAN FERNANDO							
KGIL 1947	1260 1,000 DA-1	San Fernando Valley Bcstg. Co. 4919 Van Nuys Blvd. Sherman Oaks, Calif. State 4-6291	....	F. J. Smalley, Jr., p & gm Howard P. Gray, cm	Gene Morgan, pd	Jay Rice, ce	Cap. AP ....
SAN FRANCISCO							
KCBS 1912	740 50,000 DA-2	CBS Inc. of Calif. Palace Hotel Yukon 2-7000	CBS, Columbia Pacific CBS Radio Sales	Frank Stanton, (CBS) p Arthur H. Hayes, (CBS) vp & gm Jules Dundes, d of sl & adv. Fred Ruegg, pd	Alan Cormack, ce Evelyn Clark, pmm William Cullenward, d of press info	William Nietfeld, nd Gordon Roth, fd Carroll Hansen, sd Jane Todd, wd	SES. AP, UP, INS GE
KCBS-FM *1948*	*Chan. 279 (B)* *103.7mc* *44kw*						

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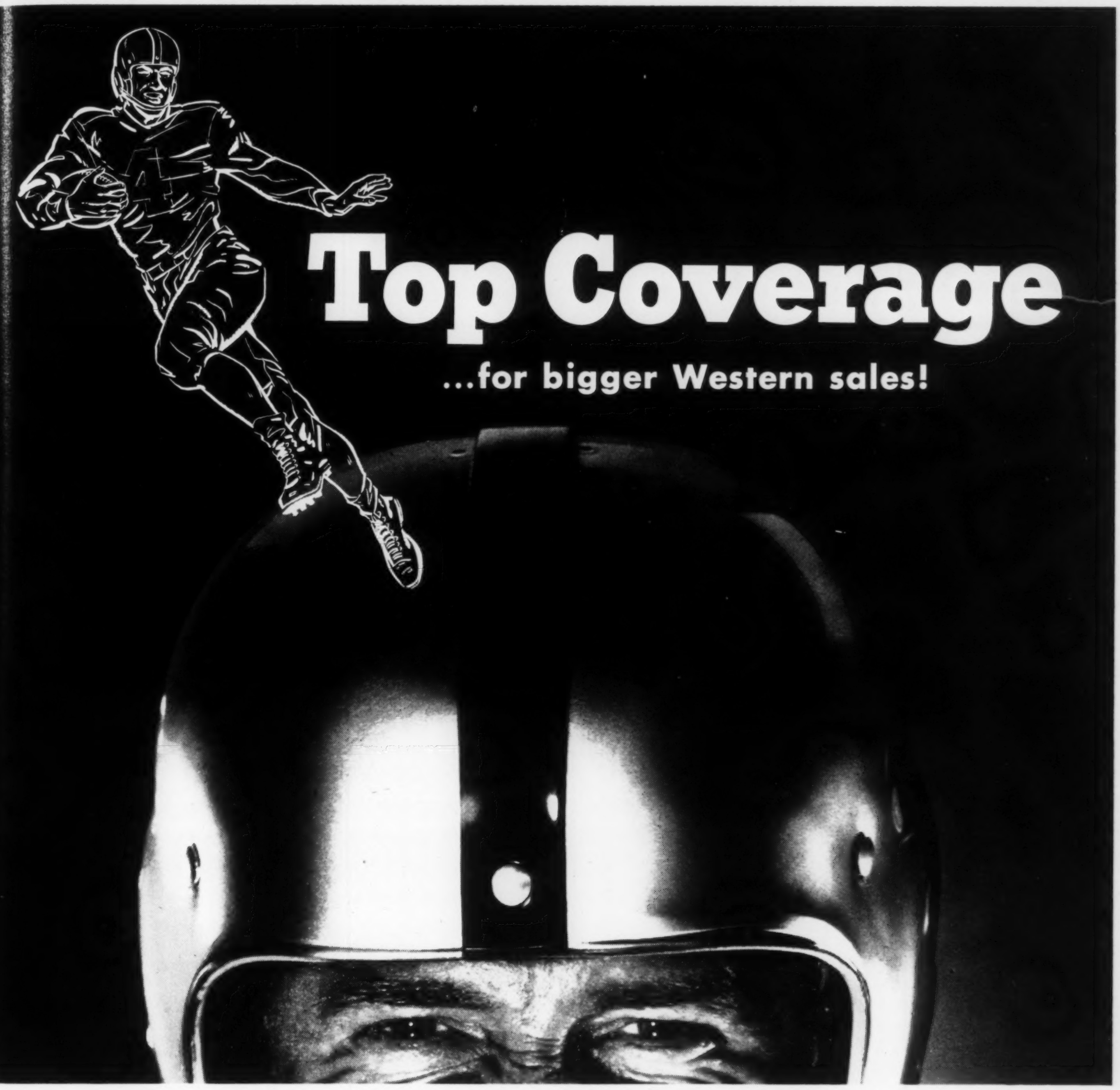
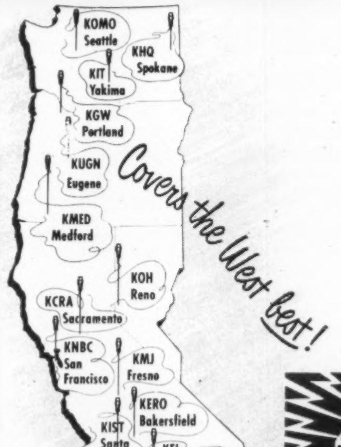
XUM


Top Coverage
...for bigger Western sales!


KOMO Seattle
KHQ Spokane
KIT Yakima
KGW Portland
KUGN Eugene
KMED Medford
KOH Reno
KCRA Sacramento
KNBC San Francisco
KMJ Fresno
KERO Bakersfield
KIST Santa Barbara
KFI Los Angeles
KFSD San Diego
Covers the West best!

NBC's hard-hitting team of radio stations scores sales every time it carries the ball for you!

When your advertising message is put in play by the NBC Pacific Coast Network, it reaches a bigger western audience than any other network... *or any other medium of advertising.*

And at lower costs-per-thousand than any competitive network!

An estimated 30 billion dollars will be spent by consumers on the Pacific Coast in 1953! Kick off your west coast advertising campaign on NBC Radio and get your share! NBC's extra lift will send your sales soaring over your 1953 goal.

Consult your local NBC Sales Office for full details on availabilities.

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library News Service Transmitter
SAN FRANCISCO (Cont'd)							
KDFC(FM) *1948*	*Chan. 271 (B)* *102.1mc* *33kw*	*Sundial Bcstg. Corp.* *369 Pine St.* *Yukon 2-6271*		*William R. Crocker, p* *Edward Davis, gm & pd*	*Peter A. Cuneo, cm*	*Hartley J. Richards, ce*	*Wld.* *WE*
KFRC 1926	610 5,000	General Teleradio Inc. 1000 Van Ness Ave. Prospect 6-0500	MBS, Don Lee Blair	William D. Pabst, gm Merwyn McCabe, cm Mel Venter, pd	Ernest G. Underwood, ce Robert Templeton, pmm & sd	Al Berglund, nd	Wld. AP, UP WE
KGO 1924	810 50,000-DA-1	American Bcstg. Co. 420 Taylor St. Graystone 4-6565	ABC Petry	Robert Kintner, (ABC) p Paul Scheiner, cm	Vic Reed, pd & nd A. E. Evans, ce	Gordon Grannis, pmm Bill Adams, fd	Assoc., Cap., St. AP, INS
KGO-FM *1947*	*Chan. 291 (A)* *106.1mc* *50kw*			*Vincent Francis, gm*	*David Sacks, cm*	*Bloyce Wright, pd*	
KGO-TV 1949				(For full information see TELECASTING Yearbook)			
KJBS 1924	1100 1,000 L-WTAM	KJBS Bcstrs. 1470 Pine St. Ordway 3-4148	H-R Reps.	E. P. Franklin, gm Stanley G. Breyer, cm Charles F. Pendleton, pd, pmm & nd	Roger Roberts, ce	Ruth Thompson, wd	Mac., L-W, St., Assoc., Cap. UP, INS GE
KNBC 1922	680 50,000	National Bcstg. Co. 420 Taylor St. Graystone 4-8700	NBC NBC Spot Sales	Joseph H. McConnell, (NBC) p Lloyd E. Yoder, gm Alfred W. Crapsey, slm	George Greaves, asst. gm & pd Curtis D. Peck, radio tech. oper. m Dean Moxely, adv. & pm supr.	John H. Thompson, n, sp. events, press & tr m Henry Schacht, fd Ira Blue, sd Dorothy Rankin, wd	Assoc., Thes. AP, UP, INS RCA
KNBC-FM *1949*	*Chan. 259 (B)* *99.7mc* *45kw*	*National Bcstg. Co.* *420 Taylor St.* *Juniper 5-9393*					
KPIX(TV) 1948		KPIX Inc. 2655 Van Ness Ave. Prospect 6-5100		(For full information see TELECASTING Yearbook)			
KPOO (CP)	1010 1,000-D	Grant R. Wrathall Rt. 2, Box 260 Aptos, Calif. 3352		Grant R. Wrathall, p			RCA
KRON(FM) *1948*	*Chan. 243 (A)* *96.5mc* *44kw*	*The Chronicle Publ. Co.* *901 Mission St.* *Garfield 1-1100*		*Charles Thieriot, gm* *Norman Louvau, cm*	*Lansing Bailey, pd*	*R. A. Isberg, ce*	*AP* *RCA*
KRON-TV 1949		Chronicle Publ. Co. 901 Mission St. Garfeld 1-1100		(For full information see TELECASTING Yearbook)			
KSAN 1929	1450 250	Golden Gate Bcstg. Corp. 1355 Market St. Market 1-8171	Western Radio	S. H. Patterson, p Lee Mikesell, gm & cm Clint Sherwood, pd & pmm	Norwood Patterson, ce Frank Arthur, nd & sd	Susan Alex, wd	UP RCA
KSFO 1925	560 5,000-D 1,000-N	The Assoc. Bcstrs. Inc 2655 Van Ness Ave. Prospect 6-5100	Headley-Reed	Wesley I. Dumm, p Philip G. Lasky, evp Franklin Dumm, secy-treas.	Alan L. Torbet, gm Gary Garlund, cm Robert Hansen, pd	A. E. Towne, d of e Gene DeAlessi, pmm Faye Stewart, wd	St., Wld. UP, INS WE
KXKX(FM) *1947*	*Chan. 247 (B)* *97.3mc* *10kw*	*Electronic Service Corp.* *1000 27th Ave.* *Atwater 8-0510*	*(KEAR, AM Affiliate)*	*S. A. Cisler, p* *Ray Barnett, cm*	*Robert Bolby, pd*	*D. F. Mariska, ce*	*Assoc.* *AP* *GE*
KYA 1925	1260 5,000-D 1,000-N	Radio Station KYA Inc. Fairmont Hotel Douglas 2-2536	Clark	J. Elroy McCaw, p H. E. Fearnhead, gm Ken Hildebrandt, cm	Paul Beck, ce Harrison Wooley, pmm Les Keiter, sd	Katherine Kerry, wd	UP RCA
SANGER							
KSJV 1947	900 1,000-D	John H. Poole P. O. Box 247 2501	O'Connell Ayres	John H. Poole, o David C. Camp, gm	Robert Klein, cm Walter K. Novell, pd	Russel C. Friend, ce	Wld. UP Col.
SAN JOSE							
KEEN 1947	1370 1,000 DA-1	United Bcstg. Co. Hotel DeAnza Cypress 4-0344	Grant	George Mardikian, p Floyd Farr, vp & gm George Snell, sec-treas. & pd	Bob Blum, cm & sd Willis Green, ce Liv Lanning, pmm	Bill Chaney, nd Ken Wilhelm, fd Jean Martin, wd	UP Ray.
KLOK 1946	1170 5,000-D 1,000-N DA-N	Valley Bcstg. Co. P. O. Box 967 Cypress 3-3445	Pearson	E. L. Barker, p & gm R. E. Ryan, cm Ruth Poindexter, pd	Billy G. Cunningham, ce Robert Custer, nd	Jane Towne, wd	AP RCA
KSJO 1946	1590 1,000-D 500-N-DA-N	Santa Clara Bcstg. Co. P. O. Box 995 Cypress 3-8030	Young	Patrick H. Peabody, p Charles F. Mallory, vp & gm	Norman Paul, pd & nd Earle Russell, slm & pmm	Charles Ginsburg, ce Hal H. Hoffman, natl. slm	Wld. UP WE
KSJO-FM *1947*	*Chan. 237 (A)* *95.3mc* *1kw*						*GE*
KXRX 1948	1500 1,000 DA-1	San Jose Bcstg. Co. P. O. Box 167 Cypress 2-5080	Western Moore	Joseph E. Levitt, p & o Gordon Graham, cm	Frank G. Kilpatrick, pd & nd	Frank Glass, ce Helen Conley, wd	UP RCA
SAN LUIS OBISPO							
KATY 1949	1340 250	KATY, Sweetheart of San Luis Obispo P. O. Box 700 3171	ABC Western	John R. Rider, ptnr. Morden R. Buck, ptnr. Don Macleod, gm	R. J. Kircher, cm Chap Rollins, pd & sd S. G. Freshour, ce	R. W. Bailey, pmm D. T. Bowden, nd Marjorie Widman, wd	UP Ray.
KVEC 1937	920 1,000-D 500-N	The Valley Electric Co 851 Higuera St. 1100	MBS, KBS, Don Lee Grant	Christina M. Jacobson, p Les Hacker, gm Jack Wasson, cm	Ted Warner, pd & nd Oscar Wilson, ce Robert S. Wilton, pmm	William Mead, fd Hugh Harling, sd Jane Rust, wd	St. AP RCA
SAN MATEO							
KEAR 1947	1550 1,000 DA-N	Bay Radio Inc. 3 W. 37th Ave. Fireside 5-4837	Good Music Bcstrs.	Stephen A. Cisler, p George C. Atkinson Jr., vp & gm Ray Barnett, cm	Douglas Pledger, pd	D. F. Mariska, ce	Assoc., St., Mac. AP Ray.
KVSM 1946	1050 250-D CP: 1,000-D	Hugh H. Smith Jr. 279 Baldwin Ave. Diamond 4-2541	Walker	Hugh H. Smith, o	Gilbert L. Bond, gm	Merwyn F. Planting, ce Barbara Allen, wd	Cole UP, INS Col.
SAN RAFAEL							
KTIM 1947	1510 1,000-D	Marin Bcstg. Co. Inc. 1117 Fifth Ave. Glenwood 3-6880		Roy A. Brown, p Hugh Turner, gm	Ralph DeWall, cm & sd David Bringham, pd, nd & fd	Paul Shapel, ce Kitty Oppenheimer, wd	UP Ray.

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SANTA ANA

KVOE 1926	1480 1,000 DA-1	The Voice of the Orange Empire Inc., Ltd. 105 E. 5th St. Kimberley 3-8321	MBS, Don Lee Pearson	Ernest L. Spencer, p & gm Donn Spencer, cm Deane S. Long, sm	Stanley G. Guenther, ce Jack Boston, pmm & nd Marshall Dewey, pd	Bob Gleeson, sd	Mac., Cap. UP RCA
KVOE-FM *1949*	*Chan. 244 (B)* *96.7mc* *1kw*						.... *GE*

SANTA BARBARA

KDB 1921	1490 250	Lincoln Dellar Radio Square 4131	MBS Western, Pearson	Lincoln Dellar, p & o J. W. Benes, m Fred Hall, pd	Bob Carter, ce	Lou Stumpo, sd	.... UP WE
KIST 1946	1340 250	Radio KIST Inc. Balboa Bldg. 3981	NBC Hollingbery	Harry C. Butcher, p & gm James Blomfield, cm Mary Ann Casey, pd & wd	Raymond Kubly, ce Michael J. McKeogh, pmm Roy Howard, nd	Bob Jones, sd	Thes. UP RCA
KTMS 1937	1250 1,000 DA-1	News Press Publ. Co. Box 1049 De LeGuerra Plaza 3911	ABC 101 Net Raymer	T. M. Storke, p C. A. Storke, vp Al Albinger, m & cm	E. A. Sprague, pd Leo DeConnick, ce Cliff Badger, pmm	Ford Warner, nd Tom Kleveland, fd Pat Dayton, wd	SES. AP RCA
KEYT(TV) (CP)		Santa Barbara Bcstg. & Television Corp. P.O. Box 157		(For full information see TELECASTING Yearbook)			

SANTA CATALINA ISLAND

KBIG 1952	740 10,000-D DA	John H. Poole Bcstg. Co.	(See Avalon)				

SANTA CRUZ

KDON 1935	1460 5,000 DA-1	Charles Blackwood Grant P.O. Box 1490 Salinas, Calif. 2-0294	.... Forjoe	Charles Blackwood Grant, o & gm Ann B. Knowlton, cm Omer N. Wright, ce	Orel Philllips, pd & nd James H. Deering, sd	Irene Sweet, wd	Wld., Cap. UP ....
KSCO 1947	1080 1,000-D 500-N-DA-N	Radio Santa Cruz P. O. Box 1080 1080	....	Charles V. Berlin, mng. ptnr., cm pd & ce	Johnny Lamb, sd	Marge McKeon, wd	St., Thes. AP RCA

SANTA MARIA

KCOY 1947	1400 250	News-Press Publ. Co. 114 W. Cook St. 5-2644	ABC 101 Net Raymer	William A. Cook, gm Louise Hapgood, pd	John D. Clowes Jr., ce Warren Quade, nd	Tom Nobles, sd & fd Mae Lapp, wd	SES. AP, PN Ray.
KSMA 1945	1240 250	John I. Groom-James Hagerman 510 W. Morrison 5-2582	.... O'Connell	John I. Groom, co-o James Hagerman, co-o	Anthony Kent, pd & fd Gale Brady, ce	Nancy Sando, wd	Wld. UP RCA

SANTA MONICA

KOWL 1947	1580 5,000-D	KOWL Inc. Pico at Ocean Exbrook 46761	.... Clark, Dodson	Arthur H. Croghan, p, gm & cm	Paul Snider, pd	Robert Dye, ce	.... WE

SAN FRANCISCO'S
MOST
AGGRESSIVE SALES TEAM

BERT WINN
CAR - TUNES
"Gets Motorists Home Safely"

GEORGE RUGE,
KYA KOFFEE KLUB
"Gets 'em out of bed"

MARK SHEELER SHOW
"Tickles their Funny-bone"

LES MALLOY
YOUR MAN SUNDAY
"Brings 'em Music They Love"

JIMMIE DOLAN SHOW
"Their Western Friend"

LES KEITER
"Takes 'em out to the ballgame"

HARRISON WOOLEY
HERE'S SHOW BIZ
"Takes 'em Back Stage"

KYA 1260 KC's
SAN FRANCISCO
Covering Northern California's 3,000,000 People

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
SANTA PAULA							
KSPA 1948	1400 250	Santa Paula Bcstrs. Inc. 940	KBS O'Connell	C. Harvey Haas, p, gm & ce Chas. Martin, cm & pmm	Harvey Loomis, pd Rudi Marini, nd & sd	Carrie Lane, wd	Wld. AP Col.
SANTA ROSA							
KSRO 1937	1350 1,000-DA-1	Finley Bcstg. Co. Box 570 110	.... Grant	Mrs. Ruth E. Finley, p Charles P. Scott, gm, cm & pmm Al Pearson, pd & nd	Verne Hasset, ce & asst. m Dan Galvin, sd	Harriet Barnes, wd	.... RCA
SONORA							
KROG 1949	1450 250	Ken Randolph P. O. Box 996 426	KBS	Ken Randolph. o & gm Jack Kreutz, ce	William P. Keasbey, nd Kenneth Wing, sd	LaVerne Randolph, wd	St., SES. AP Ray.
STOCKTON							
KGDM 1926	1140 5,000-DA-N	E. F. Peffer 519 E. Market 4-4551	CBS Blair	E. F. Peffer, p E. Smith, gm & cm M. Humphreys, pd	J. Tyron Kelley, ce Bill Hill, nd Bel Lange, fd	Irv Schwartz, sd Elsie Flower, wd A. Stover, pmm	Wld. UP WH
KGDM-FM *1946*	*Chan. 225 (B)* *92.9mc* *1.4kw*						
KSTN 1949	1420 1,000-DA-1	San Joaquin Bcstg. Co Clark Hotel 4-7338	.... Hollingbery	D. M. Greene, gm Ellis Lind, pd	Carl McGee, ce Al Allen, nd	Frank Marfin, sd	.... UP, INS Col.
KWG 1921	1230 250	McClatchy Bcstg. Co. 612 E. Market St. 5-5728	ABC McClatchy Raymer	Eleanor McClatchy, p Dave Harris, gm	James E. Longe, pd	Frank Nesmith, ce	Thes. AP ....
KXOB 1947	1280 1,000-DA-N	KXOB Inc. Hotel Stockton 47313	MBS, Don Lee Avery-Knodel Western	Clem J. Randau, p & gm Grant Pollock, sm & cm Homer Van Derwerker, pd	James Johnson, ce Ford Warner, nd	Robert O'Brien, sd	.... UP Ray.
SUSANVILLE							
KSUE 1948	1240 250	Nolan Hallowell & James E. McKahan KSUE Bldg. 2020	.... Moore	Nolan Hallowell, ptnr., & gm James E. McKahan, ptnr. Leslie E. McLarrin, slm & sd	Dale M. Dwelley, pd Harold C. Houston, ce & fd	Carlton Currie, nd Gwen W. Waltz, wd	St. Cap. UP
TAFT							
KTKR 1948	1310 500-D	Taft Bcstg. Co. P. O. Box WW 5-3101	KBS, United Pacific	Kenneth Aitken, p, gm, pd & ce	Earle Greer, cm Jack Smith, nd	George Tschumy Jr., sd	.... UP ....
TULARE							
KCOK 1945	1270 1,000 DA-N	Herman Anderson Estate P. O. Box 119 6-2866	MBS, Don Lee Grant	Sheldon Anderson, gm Stanley S. Simpson, cm J. Alan Rinehart, sm	Bob Lee, pd & sd Don Ferguson, ce Jean Hixson, pmm	Guy Bryant, nd Dick Scudder, fd Lenore Rinehart, wd	.... UP ....
TURLOCK							
KTUR 1949	1390 1,000-DA-N	Turlock Bcstg. Corp. Quiney Rd. 4-3430 & 4-5827	KBS O'Connell	W. N. Lindskoog, p H. Ansell McMillen, gm & cm	S. E. Simmons, pd	Maxon B. Sayre, ce	.... UP Ray.
UKIAH							
KUKI 1950	1400 250	Bartley T. Sims P. O. Box 638 1400	.... Moore, Western	Bartley T. Sims, p & gm Louie DuMoulin, cm John Oliveira, pd	Marguerite Sims, pmm Stanley Ryno, ce Jack Hasling, nd	John Franklin, fd Phillip Trine, sd Ann Morgan, wd	St. AP RCA
VALLEJO							
KGYW 1947	1190 250-D	Calif.-Nevada Bcstg. Co. 3267 Sonoma Blvd. 8-8944	.... Moore	H. Q. Joucken, ptnr. David McKay, ptnr. & gm Ralph W. Stillings, pd & cm	Wm. L. Roberts, ce Hal Engebretson, nd & sd	Olive Fowles, wd	.... UP ....
VENTURA							
KVEN 1948	1450 250	Coast Ventura Co. P. O. Box 1611 646 San Pedro St. Miller 3-8675	.... Western	Harry M. Engel, p & gm Sid Held, cm Dana Marble, pd, nd & asst. m	Roy Winkelmann, slm Donald C. Brown, ce Ed Walden, fd	Bob Perry, sd Jane Smith, wd	.... UP Col.
KVVC 1948	1590 1,000 DA-1	KVVC, The Voice of Ventura County P. O. Box 1411 Miller 3-6185	.... Grant	William H. Haupt, p Karl A. Rembe, gm Roy C. Winkelmann, cm & pmm	Richard Zook, pd Charles A. Farmer, ce Dave Sanders, sd	Ellen Winkelmann, wd	.... INS RCA
VICTORVILLE							
KVRV (CP)	960 5,000-D	Francisco Rental Co.					
VISALIA							
KONG 1946	1400 250	Tulare County Bcstg. Co. P. O. Box 1589 45811	.... Forjoe	Knox LaRue, p & gm John Haslam, cm Mac Starkey, pd	Arnold C. Werner, ce	Mike Kermeyer, sd	.... AP ....
WASCO							
KWSO 1950	1050 1,000-D	Maple Leaf Bcstg. Co. Box 366 2145	....	E. J. Peters, p Theo. G. Heinrichs, gm Bob Bann, pd	Elward Robertson, ce Norman Berg, nd	Don Rodewald, sd	L-W, SES. UP Col.
WATSONVILLE							
KHUB 1937	1340 250	Patrick H. Peabody Atkinson Lane 4-5641	.... Hoffman	Patrick H. Peabody, p Hal E. Chase, gm Don Smith, pd & fd	James Howard, ce Ford Warner, nd	Dale Phillips, sd Mary L. Banovac, wd	L-W AP GE

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YREKA

KSYC 1947	1490 250	Siskiyou County Bcstg. Co. Lawrence Lane 624	.... Moore	E. G. Millbourn, p D. C. Holfinger, gm	Jack A. Mitchell, sm William R. Maginnis, ce	Keith Vidler, slm	Wld. AP RCA

YUBA CITY

KUBA 1947	1600 1,000-D 500-N DA-N	Peachbowl Bcstrs. Inc. Hotel Marysville Marysville, Calif. 3-7309	.... Ayres	C. V. Ullom, p Roger R. Hunt, gm Lloyd H. Klemp, cm	Ric Ryan, pd & wd John Rolih, ce Don Brown, pmm	Hedley Hall, nd Lonnie Simmons, sd	Thes. AP G.

COLORADO

ALAMOSA

KGIW 1929	1450 250	E. L. Allen P.O. Box 179 26	Columbine Intermountain	E. L. Allen, p D. L. Allen, gm	Lola Ortega, pd & wd C. W. Brokaw, ce	C. L. Dynes, pmm Elbert Chapman, sd	Ses. UP G.

BOULDER

KBOL 1947	1490 250	Boulder Radio KBOL Inc. 1617 Pearl St. 1490	Columbine Intermountain H-R Reps.	Herb Hollister, p Russel Shaffer, gm & pd Gene Palm, cm	Ralph Miller, ce Bob Butz, nd	Earl Hicks, sd Mary Beth Padfield, wd	Thes., St. UP Col.

CANON CITY

KRLN 1947	1400 250	Royal Gorge Bcstrs. Inc. 1615 Central Ave. 1100	KBS Columbine Intermountain	Raymond M. Beckner, p & gm	Denver Wells, ce		.... UP ....

COLORADO SPRINGS

KKTV(TV) 1952		TV Colorado Inc. Exchange National Bank Bldg.		(For full information see TELECASTING Yearbook)			
KRDO 1947	1240 250	Pikes Peak Bcstg. Co. Alta Vista Hotel Main 1125	Columbine Intermountain McGillvra	Joe Rohrer, p & gm, pmm Harry Hoth, cm Paul Crozier, bus m	Jean Gitz, pd & wd Bob Fitzmorris, ce	Wes Bradley, nd Bob Burghart, sd	L-W, St., Thes. AP RCA
KRDO-TV (CP)		Pikes Peak Bcstg. Co. Alta Vista Hotel 118 N. Cascade Ave.		(For full information see TELECASTING Yearbook)			
KVOR 1924	1300 1,000	Voice of the Rockies Inc. Exchange National Bank Bldg. Main 278	CBS Hollingbery	James D. Russell, p & gm Isabelle McClung, sm & pd	Cozine Strang, ce Ralph Conner, pmm Bob Smith, sd	Hal Bumpus, nd & fd Jo Ann Rowe, wd	Wld. Assoc. UP RCA

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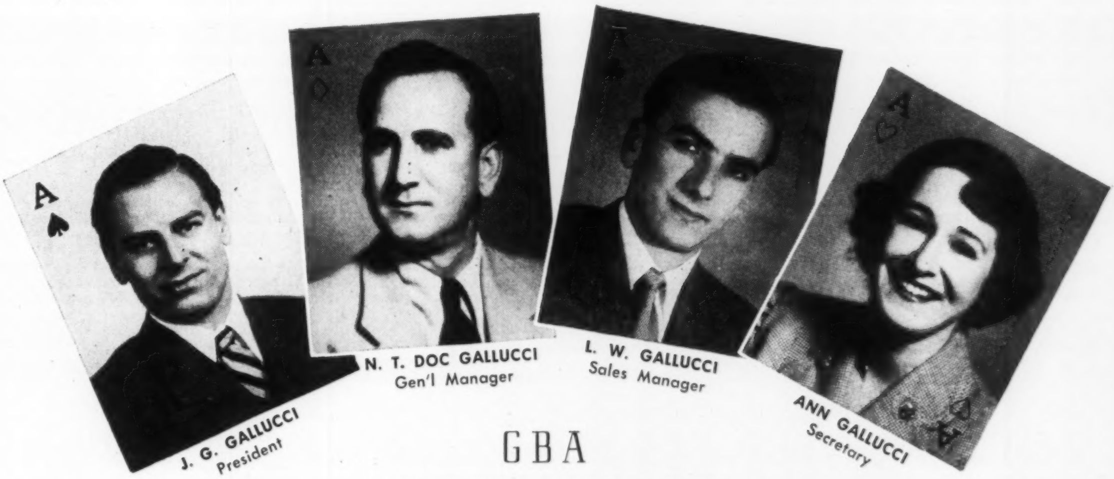

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COLORADO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
CRAIG							
KRAI 1948	1230 250	Northwestern Colo. Bcstg. Co. 707	KBS Columbine Intermountain	George Cory, o, gm & ce Dale G. Moore, m & sd	Bill Finch, cm & pmm Elizabeth Conroy, pd	Glenda Davis, nd & wd	Cap. UP G.
DENVER							
KBTV (TV) 1952		Colorado TV Corp. 1100 California St. Taber 6836		(For full information see TELECASTING Yearbook)			
KDEN (TV) 1952		Empire Coil Co. ℅ 85 Beechwood Ave. New Rochelle, N. Y.		(For full information see TELECASTING Yearbook)			
KFEL 1923	950 5,000-DA-1	Eugene P. O'Fallon Inc. Albany Hotel Alpine 4681	MBS Blair	Gene O'Fallon, m Frank Bishop, d John McEniry, nat. & local slm.	Dale Morgan, pd Eugene P. O'Fallon Jr., pmm	Rhean Cunningham, act. ce Jack Fitzpatrick, nd & sd Gus Swanson, fd	Assoc. INS WE
KFEL-FM *1951*	*Chan. 247(A)* *97.3 mc* *23.5 kw*	*Belmont 3-0777*					
KFEL-TV 1952		Eugene P. O'Fallon 546 Lincoln St. Alpine 4681		(For full information see TELECASTING Yearbook)			
KGMC	1220 1,000-D	Radio Station KGMC 3355 S. Broadway, Englewood Sunset 1-4481		[See Englewood Listing]			
KIRV(TV) (CP)		Mountain States TV Co. 1520 Clarkson St.		(For full information see TELECASTING Yearbook)			
KLZ 1922	560 5,000-DA-1	Aladdin Radio & TV Inc. 17th & Lincoln Sts. Main 4271	CBS Katz	Hugh B. Terry, p Berry Long, cm Lee Fondren, nat. slm Charles Roberts, pd	Harvey Wehrman, ce Roger Rambeauz, pmm Sheldon Peterson, nd	Carl Herzman, fd Larry Varnell, sd Maxine Mulvey, wd	St., Cap., Wld. AP, INS RCA
KLZ-FM *1949*	*Chan. 231(B)* *94.1 mc* *5.2 kw*						.... *WE*
KMYR 1941	1340 250	KMYR Bcstg. Co. 422 Security Life Bldg. Main 4161	Intermountain Columbine Forjoe	F. W. Meyer, p & gm Edwin Koepke, cm A. G. Meyer, sm	Lowell Switzer, pd Walter Wilson, ce	Gene Amole, pmm & nd Bill Reed, sd	Wld. AP WE
KOA 1924	850 50,000	Metropolitan TV Inc. 1625 California St. Main 6211	NBC Petry	William Grant, p Don Searle, vp & gm Duncan A. McColl, cm	Earle C. Ferguson, pd Robert H. Owen, ce C. M. Penley, pmm	William R. Day, nd & sd Don Peach, fd Lora Price, wd	Thes. AP, UP, INS. GE
KOA-FM *1948*	*Chan. 239(B)* *95.7 mc* *23.5 kw*						.... *RCA*
*KPOF 1928	910 5000-D 1000-N	Pillar of Fire 1845 Champa St. Tabor 3733	....	Arthur K. White, p & gm Kathleen M. White, co-m	L. Ray Sharpe, pd	Paul H. Schissler, ce	....
KTLN 1948	1150 1,000-D	Radio Station KTLN Inc. Park Lane Hotel Race 4636	.... Radio Reps.	Leonard Coe, p John L. Buchanan, gm Dean Jarvis, cm	Jack Helling, pd O. E. Kelly, ce Jim Buchanan, pmm	Kaytee Ellen, wd Rich Froemke, nd & sd	Cap. UP G.
KVOD 1925	630 5,000 DA-1	Colorado Radio Corp. 1022 Midland Savings Bldg. Tabor 2291	ABC Free & Peter	W. D. Pyle, p & co-e T. C. Ekrem, gm & co-e	Con Hecker, cm V. W. Corbett, pd	B. H. Stanton, pmm	Assoc., L-W UP RCA
DURANGO							
KIUP 1935	930 1,000-DA-N	San Juan Bcstg. Co. P.O. Box 799 117	MBS, Western Intermountain Holman	M. L. Cummins, p R. E. O'Brien, gm Ken Gray, cm	Don Husted, pd & sd L. Vander Linden, ce Lee O'Brien, pmm & wd	Tracey Snelling, nd Lindsey Beckey, fd	Wld., Thes., SES. UP G.
ENGLEWOOD [Denver]							
KGMC 1951	1220 1,000-D	Radio Station KGMC 3355 S. Broadway Sunset 1-4481		Grady F. Maples, co-o, nd & sd	R. B. McAlister, co-o, pd & pmm J. Kenneth Brothers, cm	David F. White Jr., ce Cherrelyn Wood, wd	.... UP Gates
FORT COLLINS							
KCOL 1947	1410 1,000 DA-N	The Northern Colorado Bcstg. Co. 1600 La Porte 2600	Columbine Intermountain H-R Rep.	Herb Hollister, p Ellis Atteberry, gm Bob McClary, cm	Hollis Hoff, pd & nd Cecile Whitchurch, ce Solon Gray, fd	Bill Hansen, sd Mona Atteberry, wd	Thes. UP Col.
FORT MORGAN							
KFTM 1949	1260 500-D	Morgan County Bcstg. Co. Box 431 1000	KBS Columbine	Robert H. Dolph, p & gm Donnell K. Smith, cm	E. Joyce Repp, pd Richard Oldfield, ce	Helen Cudworth, nd & wd Mac McGraw, sd	Cap. UP G.
GLENWOOD SPRINGS							
KGLN 1950	1340 250	KGLN, Inc. Silver Spruce Lodge 777	MBS Western Slope Holman	Rex G. Howell, p Jerry Fitch, evp & gm	Gene Curtis, pd, pmm, fd & sd	Carl Q. Anderson, ce Marcia Fitch, wd	.... UP G.
GRAND JUNCTION							
KEXO 1948	1230 250	Voice of Western Colorado Inc. 2508 North Ave. 1230	Columbine Oakes	D. Spencer Grow, p Abbott Tessman, gm & cm Robert Collins, pd	Lloyd Wilson, ce Mildred Fuller, pmm Bill Orr, nd	Jim Eicher, fd Ward Goodrich, sd Connie Clark, wd	Thes., Wld. Cap. INS Ray.
KFXJ 1926	920 1,000-D 500-N	Western Slope Bcstg. Co. Inc. P.O. Box 30 1300	MBS Western Slope Holman	Rex Howell, p, o & gm E. Anson Thomas, sm & pmm	Peg Thomas, pd Bob Lebsock, ce Reed Hixson, nd	Bill Warner, fd Ed Lewis, sd June Lee, wd	L-W UP GE
GREELEY							
KFKA 1921	1310 1,000 DA-N	Midwestern Radio Corp. 620 8th Ave. 450	.... Holman	William G. Stewart, cm & pmm	Jack Redus, pd Harry Brewer, ce Joe Young, nd	H. E. Green, fd Sue Mosier, wd	Thes., SES., Cole UP WE
KYOU 1948	1450 250	Meroco Bcstg. Co. 2424 6th Ave. 3275	KBS Columbine McGillvra	Elwood H. Meyer, p & gm Glen Stutzman, pd	John T. Roscoe, ce	Reggie Shirk, office m	Wld. AP WE

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LaJUNTA

KBNZ 1937	1400 250	**Otero Bcstg. Co.** Radio Bldg. 42	MBS, KBS Intermountain Clark	R. D. Gerken, p, gm, cm	Jean C. Gerken, pd & wd Charles Barclay, ce	Jay Novak, sd	.... UP G.

LAMAR

KLMR 1949	1340 250	**Southeast Col. Bcstg. Co.** P.O. Box 632 804	MBS Columbine Continental	Ralph Eaton, p Everett Shupe, gm & pmm Dennis Behan, cm & sd	Kae Roe, pd Roy Nogrady, ce, nd & fd	Claire Behan, wd	Wld. AP GE

LEADVILLE

KLVC 1952	1230 250	**Leadville's Top of the Nation Station Inc.** 520 W. 6th 70	KBS Columbine Clark	Vir N. James, p Don Stephens, gm	Flora Stephens, pd	Don Youmans, ce	Wld. INS G.

LONGMONT

KLMO 1949	1050 250-D	**Longmont Bcstg. Co. Inc.** 301 Main St. 1050	KBS Continental	Jack P. Dubberly, p & gm Jack Stirling, cm	Richard Boyll, pd Walter Robinson, ce	Ed Collette, fd Mynra Miller, wd	L-W UP G.

MONTROSE

KUBC 1947	1260 1,000-D 500-N DA-N	**Uncompahgre Bcstg. Co.** P.O. Box 279 199	KBS Intermountain Columbine	F. J. Hartman, p George Cory, gm Bob Hale, cm, pmm & sd	Laura Colliver, pd & nd Charles Chaney, ce	Lorraine Kretschman, wd	Cap. UP WE

PUEBLO

KCSJ 1947	590 1,000 DA-N	**Star Bcstg. Co.** 211 W. 5th St. 8522	MBS Columbine Intermountain Avery-Knodel	Douglas D. Kahle, co-o & gm Robert L. Clinton, cm Larry Gordon, pd & pmm	Dale Redlingshafer, ce Cliff Hendrix, nd & fd Bill Paxton, sd	Esther Witt, wd	Thes. AP WE
KCSJ-TV (CP)		Star Bcstg. Co. 211 W. 5th St. **8522**		(For full information see TELECASTING Yearbook)			
KDZA 1947	1230 250	**Pueblo Radio Co. Inc.** 3011 Elizabeth St. **1255**	....	Dee B. Crouch, p, gm, pd & pmm Barry Tucker, cm	Jack Lundquist, ce Charles Lerch, nd	Ted Payne, sd Mary Smith, wd	L-W AP G.
KDZA-TV (CP)		Pueblo Radio Co. Inc. **3011 Elizabeth**		**(For full information see TELECASTING Yearbook)**			
KGHF 1928	1350 5,000-D 1,000-N DA-N	**Colorado Bcstg. Co. Inc.** P.O. Box 293 3877	ABC Gill-Keefe & Perna	Gifford Phillips, p Robert D. Ellis, gm William Mahoney, cm	Bill Bruce, pd & pmm Howard McGill, sm Willis Shanks, ce	Bob D. Thompson, nd Irwin M. Cunningham, fd	Wld., SES. UP G.

SALIDA

KVRH 1948	1340 250	**Vir N. James** Salida, Colo. 30	KBS Columbine Intermountain Clark	Vir N. James, p, gm & cm Clo B. James, pd & wd	Philip H. Parmelee ce Jerry Sachs, nd & fd	Lee Shuford, sd	.... INS RCA

STERLING

KGEK 1925	1230 250-D	**Elmer G. Beehler** Fleming Rd. 679	....	Elmer G. Beehler, p, gm, fd & ce	Alvin Ross, cm, pd, nd & sd		Mac., Cole UP G.

TRINIDAD

KCRT 1949	1240 250	**KCRT Inc.** P.O. Box 772 338	MBS, KBS Columbine Intermountain Indie	Cal Perley, gm & cm Pete Runz, pd	Earnest M. Cooper, ce John O'Connor, nd & sd	Mildred Cooper, wd	Wld., L-W UP G.

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CONNECTICUT

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
BRIDGEPORT							
WICC 1926	600 1000-D-DA-1 500-N	Bridgeport Bcstg. 114 State St. 5-4144	MBS, Yankee Young	Philip Merryman, p & gm Manning Slater, cm & sd Bob Crane, pd	Ralph Winquist, ce Jay Hoffer, pmm	Jim Elliott, nd Jane Quinn, wd	Thes. AP Ray.
WICC-TV (CP)	Chan. 43	So. Connecticut & Long Island Television Co. 114 State St.		(For full information see TELECASTING Yearbook)			
WNAB 1941	1450 250	WNAB, Inc. 991 Broad St. 3-3112	ABC, Conn. State Net. Rambeau Bannan	Harold Thomas, p, gm & ce Ray Colonari, cm	Jack Dahlby, pd & nd Grace Kaltenback, pmm	Bob Ritzert, sd	...... UP Col.
WSJL(TV) (CP)		Harry L. Liftig 40 Platt St. Ansonia, Conn.		(For full information see TELECASTING Yearbook)			
BRISTOL							
WBIS 1948	1440 500-D	Bristol Bcstg. Corp. 183 Main St. 9265	....	Frederick W. Beach, p Cal B. Kolby, gm & cm	Bob Gillespie, pd & nd Richard L. Ricci, ce	Amleto Ciccarelli, pmm Sally Easton, wd	...... UP G.
DANBURY							
WLAD 1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. 8-3565	...... Rambeau	John P. Previdi, p Sol Robinson, gm, cm & pmm Ann Rundle, pd	H. Elizabeth Williams, Asst. m Rudolf Cehak, ce Paul Baker, sd	Frank Comer, nd LeRoy Chapman, fd Deanne Berry, wd	Wld., SES. AP ......
HARTFORD							
WCCC 1947	1290 500-D	Greater Hartford Bcstg. Co. 338 Asylum St. 5-6648	...... Indie Kettel-Carter	William Savitt, p & o Alex Buchan, sm Max Savitt, treas.	John Rameika, ce	Walt McGowan, nd	...... UP GE
WDRC 1922	1360 5,000-DA-1	Conn. Bcstg. Co. 750 Main St. 7-1188	CBS Raymer	Franklin M. Doolittle, p Walter B. Haase, gm	William F. Malo, cm & pmm Harvey H. Olson, prog. m & nd	Henry M. Broderick, Jr. ce Russ Naughton, fd	...... UP RCA

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In the middle of the dial at 960 with power of 1000 watts. Established basic ABC network affiliation. Plus top local personalities combine to produce top ratings.

COVERAGE

WELI is the dominant radio voice of New England's 3rd largest market with a metropolitan population of 556,200 and a total of 155,270 radio homes.

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AN H. C. WILDER STATION

WELI NEW HAVEN, CONN. 1000W 960KC. ABC H-R REPRESENTED

CONNECTICUT

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service, Transmitter
BRIDGEPORT							
WICC 1926	600 1000-D-DA-1 500-N	Bridgeport Bcstg. 114 State St. 5-4144	MBS, Yankee Young	Philip Merryman, p & gm Manning Slater, cm & sd Bob Crane, pd	Ralph Winquist, ce Jay Hoffer, pmm	Jim Elliott, nd Jane Quinn, wd	Thes. AP Ray.
WICC-TV (CP)	Chan. 43	So. Connecticut & Long Island Television Co. 114 State St.		(For full information see TELECASTING Yearbook)			
WNAB 1941	1450 250	WNAB, Inc. 991 Broad St. 3-3112	ABC, Conn. State Net. Rambeau Bannan	Harold Thomas, p, gm & ce Ray Colonari, cm	Jack Dahlby, pd & nd Grace Kaltenback, pmm	Bob Ritzert, sd	.... UP Col.
WSJL(TV) (CP)		Harry L. Liftig 40 Platt St. Ansonia, Conn.		(For full information see TELECASTING Yearbook)			
BRISTOL							
WBIS 1948	1440 500-D	Bristol Bcstg. Corp. 183 Main St. 9265	....	Frederick W. Beach, p Cal B. Kolby, gm & cm	Bob Gillespie, pd & nd Richard L. Ricci, ce	Amleto Ciccarelli, pmm Sally Easton, wd	.... UP G.
DANBURY							
WLAD 1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. 8-3565	.... Rambeau	John P. Previdi, p Sol Robinson, gm, cm & pmm Ann Rundle, pd	H. Elizabeth Williams, Asst. m Rudolf Cehak, ce Paul Baker, sd	Frank Comer, nd LeRoy Chapman, fd Deanne Berry, wd	Wld., SES. AP ....
HARTFORD							
WCCC 1947	1290 500-D	Greater Hartford Bcstg. Co. 338 Asylum St. 5-6648	.... Indie Kettel-Carter	William Savitt, p & o Alex Buchan, sm Max Savitt, treas.	John Rameika, ce	Walt McGowan, nd	.... UP GE
WDRC 1922	1360 5,000-DA-1	Conn. Bcstg. Co. 750 Main St. 7-1188	CBS Raymer	Franklin M. Doolittle, p Walter B. Haase, gm	William F. Malo, cm & pmm Harvey H. Olson, prog. m & nd	Henry M. Broderick, Jr. ce Russ Naughton, fd	.... UP RCA

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WELI

Tested and Proven
New Haven's First Station

YOU CAN'T SELL NEW HAVEN WITHOUT WELI

FACILITIES

In the middle of the dial at 960 with power of 1000 watts. Established basic ABC network affiliation. Plus top local personalities combine to produce top ratings.

COVERAGE

WELI is the dominant radio voice of New England's 3rd largest market with a metropolitan population of 556,200 and a total of 155,270 radio homes.

RATINGS

WELI delivers absolute top ratings over all stations in this market. Ask us for latest surveys.

COST/1000

In 40 rated daytime periods the WELI cost per thousand based on an open minute rate of $10.00 broke down to $.034.

AN H. C. WILDER STATION

WELI NEW HAVEN, CONN. 1000W 960KC. ABC H-R REPRESENTED

ENOX JEWELERS and WICC
Present
MRS. CONNECTICUT
of '53

why

WICC

is tops

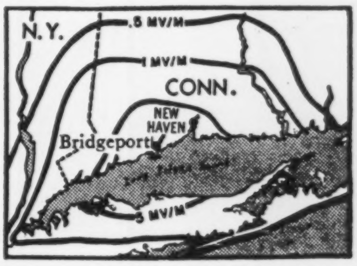
in the

RICH

BRIDGEPORT NEW HAVEN MARKET*

- **WICC Promotion**
  Contest produced largest movie house for '52
- **WICC Merchandising**
  Complete Sponsor Identification.
- **WICC Personalities**
  Wallie Dunlap, (left) area's highest-rated afternoon deejay.
  (2:30-5, Mon.-Fri.)

  Bob Crane, (right) pulls 65% share of audience.
  (6-9 AM, Mon.-Sat.)


N.Y.
.5 MV/M
1 MV/M
CONN.
NEW HAVEN
Bridgeport
Long Island Sound
5 MV/M

* For confirmation of above claim, refer to New Haven Pulse, Jan. '52 and Bridgeport Hooper, March '52.

REPRESENTED NATIONALLY BY
ADAM YOUNG, JR.

ENOX JEWELERS and WICC
Present
MRS. CONNECTICUT
53

why WICC *is tops* in the *RICH* BRIDGEPORT NEW HAVEN MARKET*

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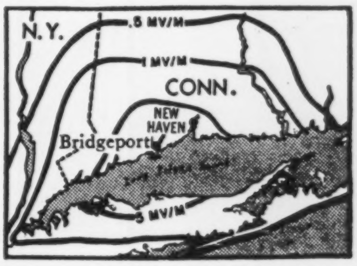
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ADAM YOUNG, JR.

CONNECTICUT—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Tr nsc. Li-bra y, News Service Tr nsmitter
HARTFORD—(Continued)							
WDRC-FM *1939*	*Ch. 229 (B)* *93.7mc* *7kw*						.... *R L*
WONS 1935	1410 5,000-DA-2	General Teleradio Inc. 54 Pratt St. 7-9131	MBS, Yankee H-R Reps.	Edward N. Palen, co-gm & pd	Frank McGivern, co-gm & cm Alan Henry, pd	Rogers B. Holt, ce Crean Patterson, nd Helen Morris, wd	A soc. U W
WTHT 1936	1230 250	The Hartford Times Inc. 555 Asylum St. 2-0237	ABC, Conn. State Everett-McKinney Bannan	Glover De Laney, gm Richard K. Blackburn, asst m & tech. d	Leonard Schoenfeld, cm Mitchell Betters, pd Charles Masini, ce	Sereno Gammell, nd Una King, wd	.... A R A
WTIC 1925	1080 50,000 DA-N	The Travelers Bcstg. Service Corp. 26 Grove St. 5-0801	NBC, New Eng. Weed	Paul Morency, vp & gm Walter Johnson, asst. gm & slm Irwin Cowper, asst. slm	Leonard J. Patricelli, pm Herman D. Taylor, ce Bernard Mullins, dir. pub. rel. Tom Eaton, nd	Frank Atwood, fd Bob Steele, sd Jean Colbert, wd	L-W, SES A , INS WH
WTIC-FM *1940*	*Chan. 243 (B)* *96.5mc* *8kw*						.... *REL*
MERIDEN							
WMMW 1947	1470 1,000-D	Silver City Crystal Co. 8½ W. Main St. 5-5747	.... Rambeau	Carl A. Schultz, p Gus Kruttschnitt, gm	Leo Finn, pd	John Roache, ce Dorothy Dunbar, wd	.... UP ....
WMMW-FM *1947*	*Chan. 239 (B)* *95.7mc* *7kw*						.... *G.*
MIDDLETOWN							
WCNX 1948	1150 500-D	The Middlesex Bcstg. Co. 460 Main St. 7-2565	.... Devney	Richard J. O'Brien, p William J. O'Brien Jr., gm Harold R. Nelson, sta. m	Lan Gordon, cm Louis J. Brooks, pmm Kenneth Bishop, ce	John Drake, nd Phil Dean, fd William Glynn, sd Dorothy Coleman, wd	Thes. UP Ray.
NEW BRITAIN							
WHAY 1949	910 5,000-DA-2	Central Conn. Bcstg. 22 Grove Hill Baldwin 3-2721	Conn. State Young Bannan	Aldo DeDominicis, p Leo Borin, gm Tom Meade, cm	Peter Stoner, pd Bill Turner, off. m Hillis Holt, ce	Dick Fague, nd George Ehrlich, sd Betty Kimball, wd	L-W UP RCA
WKNB 1946	840 1,000-D	New Britain Bcstg. Co. 213 Main St. Baldwin 3-3603	.... Forjoe	Julian Gross, p Peter B. Kenney, gm Dave Scott, cm	Wm. H. Ray, sec. Robert Andrews, pd Erwin Needles, pmm	Sam Edsall, ce Robert Pease, nd Betty Pattee, wd	Wld. AP Ray
WKNB-TV (CP)		New Britain Bcstg. Co. 213 Main St. Baldwin 3-3603		(For full information see TELECASTING Yearbook)			
NEW HAVEN							
WAVZ 1947	1260 1,000-D	The WAVZ Bcstg. Corp. 152 Temple St. Spruce 7-4761	....	Victor W. Knuth, p Daniel W. Kops, vp & gm Richard J. Monahan, cm	Richard Miller, pd Ralph Carrano, ce Jack Nelson, pmm	George Philips, nd Faith D. Clark, wd	AP Ray.
WELI 1935	960 1,000 DA-N	Connecticut Radio Foundation Inc. 221 Orange St. University 5-1133	ABC H-R Reps.	Harry C. Wilder, p Richard W. Davis, gm Edwin H. Schweitzer, cm	Charles H. Wright, pd Fred King, ce Rudy Frank, pmm	Robert S. McKernan, nd Jeanne Porter, wd	L-W UP RCA

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WCNX

MIDDLETOWN, CONNECTICUT

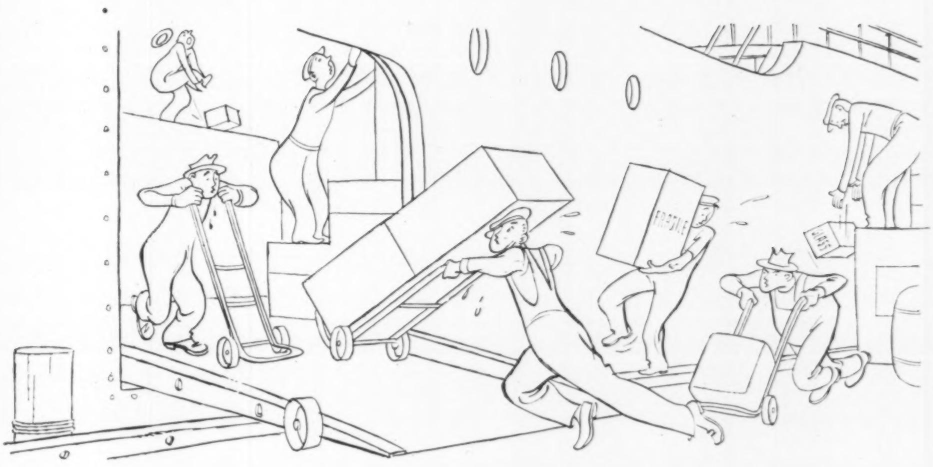
The Station that promotes the sponsor and ..... saturates the rich Connecticut River Valley Market

1150 KC
500
WATTS

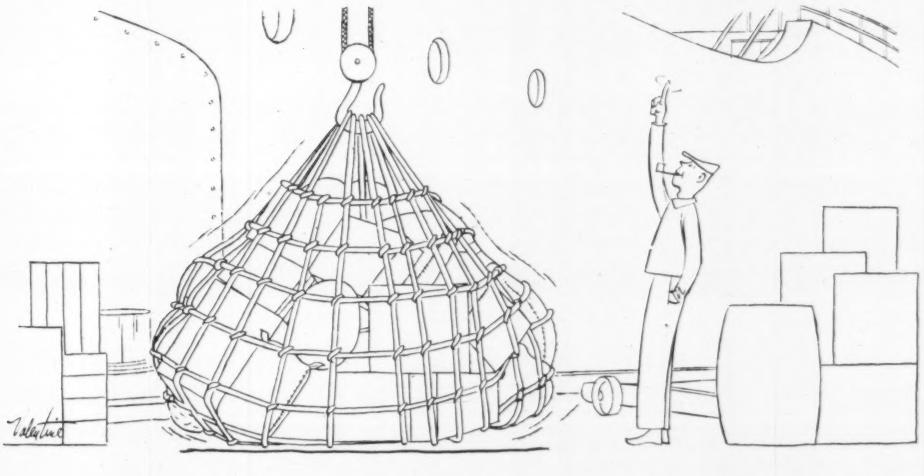
WCNX can help you sell your products to the hundreds of thousands of residents of this rich Central Connecticut Valley. A recent Conlan Survey of the listening habits of the residents of the area proves our point!

Telephone NOW for availabilities on WCNX, Middletown 7-2565 COLLECT!

Rep. by
ED
DEVNEY



There is always a most efficient way to do a job . . .



For your SELLING job in this top U. S. market use WTIC . . .

because

WTIC DOMINATES
THE PROSPEROUS SOUTHERN
NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co. • Paul W. Morency, Vice-Pres.—Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

CONNECTICUT—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
NEW HAVEN—(Continued)							
WBIB(FM) *1947*	*Chan. 264 (B)* *100.7mc* *7.6kw*	*(WELI, AM affiliate)*		*Sol D. Chain, gm*		*Michael Leipner, pd & ce*	.... GE
WNHC 1944	1340 250	The Elm City Bcstg. Corp. 1110 Chapel St. Spruce 7-3611	NBC, Conn. State Katz	Patrick J. Goode, p Edward D. Taddei, exec. vp Aldo DeDominicis, secy.-treas. & gm	J. Vincent Callanan, cm Edward C. Obrist, m Walter A. Nielson, pd	Vincent DeLaurentis, ce James W. Evans, pmm W. Rockwell Clark, nd	Wld. AP INS Col.
WHNC-FM *1948*	*Chan. 256 (A)* *99.1mc* *19.5kw*						.... GE
WNHC-TV 1948		The Elm City Bcstg. Corp. 1110 Chapel St. Spruce 7-3611		(For full information see TELECASTING Yearbook)			
NEW LONDON							
WNLC 1936	1490 250	Thames Bcstg. Corp. 281 State St. 2-4365	MBS, Yankee, Conn. Net.	Gerald J. Morey, p, gm & ce Leo B. Keegan, cm & pmm	Nelson Brown, asst. prog. m David Connors, nd	Patricia Killeen, fd James Mcenaney, sd Mary Jane Koebbe, wd	....
NORWALK							
WNLK 1948	1350 500-DA-N	Norwalk Bcstg. Co., Inc. Main & Wall St. 8-5566	Rambeau	James Stolcz, p, gm & cm John M. Naylor, pd & pmm	Nicholas Yeloway, ce John Ferguson, nd	James Kirwan, sd Beulah Bestor, wd	Wld., SES. UP Ray.
NORWICH							
WICH 1946	1400 250	Eastern Conn. Bcstg. Co. Box 629 7-1613	....	John Deme, p & gm Richard Reed, loc. slm	Alexander Dubenetsky, ce	Ed Leonard, nd & sd	Wld. UP Ray.
PUTNAM							
.... (CP)	1350 500-D	Israel Putnam Bcstg. Co. 42 Main St.		Roland A. Gayette, p			
STAMFORD							
WSTC 1941	1400 250	The Western Conn. Bcstg. Co. 270 Atlantic St. 4-7575	ABC, Conn. State Everett-McKinney O'Connell	Kingsley Gillespie, p Julian Schwartz, gm & nd	Frank Delfino, pd Frederick W. Muckenhoupt, ce	Harry Downie, sd	L-W UP RCA
WSTC-FM *1947*	*Chan. 244 (A)* *96.7mc* *0.65kw*						
TORRINGTON							
WLCR 1947	990 1,000-D	Litchfield County Radio Corp. 23 Main St. 4173	Sears & Ayer	C. O. Scott, p & gm Hugh Franklin, pd	Alfred Pallokat, ce Joe Storm, pmm	Ray Atherton, fd Tom Maxwell, sd Lillian Ludlum, wd	Wld. UP
WTOR 1947	1490 250	Torrington Bcstg. Co. 93 Perkins St. 4181	ABC, Conn. State Rambeau	Harold Thomas, p Edmund Waller, gm	John J. Morris, cm Richard Kilbourn, pd & pmm	Arthur Marcus, ce Al Vestro, sd Gertrude Poniatoski, wd	.... AP G.
WATERBURY							
WATR 1934	1320 1,000-DA-1	WATR Co., Inc. 440 Meadow St. 5-1121	ABC, Conn. State Rambeau	Harold Thomas, p S. R. Elman, gm & cm Wallace King, pd	Rusell Jensen, ce Wallace F. Gordon, pmm Joseph C. Callan, nd	Al Vestro, sd Miriam Hurlburt, wd	.... UP Col.
WATR-TV (CP)		WATR Co. Inc. 440 Meadow St. 5-1121		(For full information see TELECASTING Yearbook)			
WBRY 1934	1590 5,000 DA-1	American-Republican Inc. 136 Grand St. 3-1125	CBS, Nutmeg, North-eastern Avery-Knodel, Kettell-Carter	William J. Pape, p J. Maxim Ryder, gm Harry A. Devorken, cm	Walter O. Howard, pd Frank B. Hales, ce Bob Holczer, pmm	E. Christy Erk, nd Robert Stewart, fd John A. Cluney, sd Grace Galvin, wd	Wld. AP RCA
WWCO 1946	1240 250	The Mattatuck Bcstg. Co. 119 W. Main St. 4-5141	MBS, Yankee McGillvra	William G. Wells, p Gustave Nathan, cm Robert C. Crager, pd	John Carragan, ce A. Phillip Corvo, pmm	Jake Rieger, sd Jane Webster, wd	.... AP Col.

DELAWARE

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	Executive Abbreviations			Transc. Library, News Service Transmitter
DOVER							
WDOV 1948	1410 1,000-D	Delaware State Capital Bcstg. Co. 5816	.... Rambeau	C. F. Freed, o & p William S. Freed, vp & cm	Mildred Carroll, gm & wd Benned Brownell, ce	Hank White, sd	Wld. AP G.
GEORGETOWN							
WJWL 1951	900 1,000-D	Rollins Bcstg. Inc. DuPont Highway 2567	KBS	John W. Rollins, p O. Wayne Rollins, vp Norman Glenn, gm	Bill Jaeger, pd Edward Marzoa, ce	Kenneth Shelton, sd	Thes. AP GE
WJWL-FM *1951*	*Chan. 268 (B)* *101.5mc* *8.2kw*						
MILFORD							
WKSB (CP)	1280 250-D	Kent-Sussex Bcstg. Co.					
WILMINGTON							
WAMS 1948	1380 1,000 DA-1	Wilmington Tri-State Bcstg. Co. Inc. 321 Delaware Ave. 4-8882	MBS Hollingbery	Frank S. Carrow, p Edwin A. McKeon, gm Wm S. Ewing, cm	Tim Crow, nd Henry Cook, pmm	Perley Tribou, ce Don Matthewson, nd & sd	
WDEL 1922	1150 5,000-DA-2	WDEL, Inc. 10th & King Sts. 7268	NBC Meeker	Clair R. McCollough, Sta. Exec. J. Gorman Walsh, Sta. m.	J. Robt. Gulick, gen. slm Harvey C. Smith, pd Dick Aydelotte, pmm	J. E. Mathiot, tech. d.	Wld. UP ....
WDEL-FM *1950*	*Chan. 227 (B)* *93.7mc* *20kw*						
WDEL-TV 1949		WDEL Inc. 10th & King Sts. 7268		(For full information see TELECASTING Yearbook)			
WILM 1922	1450 250	Delaware Bcstg. Co. 920 King St. 4-7771	ABC Bolling	Ewing Hawkins, p, gm & cm Warren Keyser, pd	H. E. Kennedy, ce Margerie Price, pmm & wd	H. Themal, nd R. Kelley, sd R. Bair, fd	Wld. UP WE
WTUX 1947	1290 500-D	Port Frere Bcstg. Co. 1326 Market St. 5-8821	.... Forjoe	Gordon K. MacIntosh, p Howard R. Robinson, gm Julian A. Todd, cm	William Gehlert, pd Wayne Neuhaus, ce Marvin Burak, pmm	Don Courtley, nd Roland Twigg, sd Justina Spagnolo, wd	Thes. AP Ray.

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XUM

MAKES EVERY
DOLLAR
RING THE BELL!

In the compact, rich market of New Haven, Connecticut, the clear, crisp voice of WNHC-Radio is heard all over town. Snappy local programs of music, news and community events, and top NBC features keep New Haveners tuned to WNHC.

Low rates and high-gear merchandising make the advertising dollars ring the bell again and again in New Haven — *once* — when your message is aired, *again* — when your product is displayed, and *finally* when the cash registers chime the successful conclusion of a job well done.

WNHC

NBC in New Haven

AM - FM - TV

New England's first complete broadcasting service

represented nationally by Katz

DISTRICT OF COLUMBIA

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WASHINGTON							
WARL-AM-FM		(See Arlington, Va. listing)					
WASH(FM *1945*	*Chan. 246 (B)* *97.1mc* *15kw*	*Everett L. Dillard* *1319 F St., N.W.* *District 7-1356*	*MBS, Continental*	*Everett L. Dillard, o* *James Gustafson, slm*	*William R. Cerri, pd* *Eugene Jurasinski, ce*	*Doris Kepner, prog. sec.* *R. E. Best, traf. m & pmm*	.... RCA
WBUZ(FM) *1948*	*Ch. 244(A)* *96.7mc* *0.44kw*	*Chesapeake Bcstg. Co. Inc.* *4421 Southern Ave. S.E.* *Jordan 8-1300*	....	*L. L. Altmann, p & gm*	*Walter C. Ward, sm & ce*		.... G.
WCFM(FM) *1948*	*Chan. 258 (B)* *99.5mc* *20kw*	*Cooperative Bcstg. Assn.* *1120-A Connecticut Ave.* *Republic 7-8688*	*Biddick Continental*	*Wallace J. Campbell, p*	*(Mrs.) Jean Putnam, actg. gm*	*David Garwin, cm*	*Assoc., Wil* .... *Fed.*
WEAM		(See Arlington, Va. listing)					
WFAX		(See Falls Church, Va. listing)					
WGAY-AM-FM		(See Silver Spring, Md. listing)					

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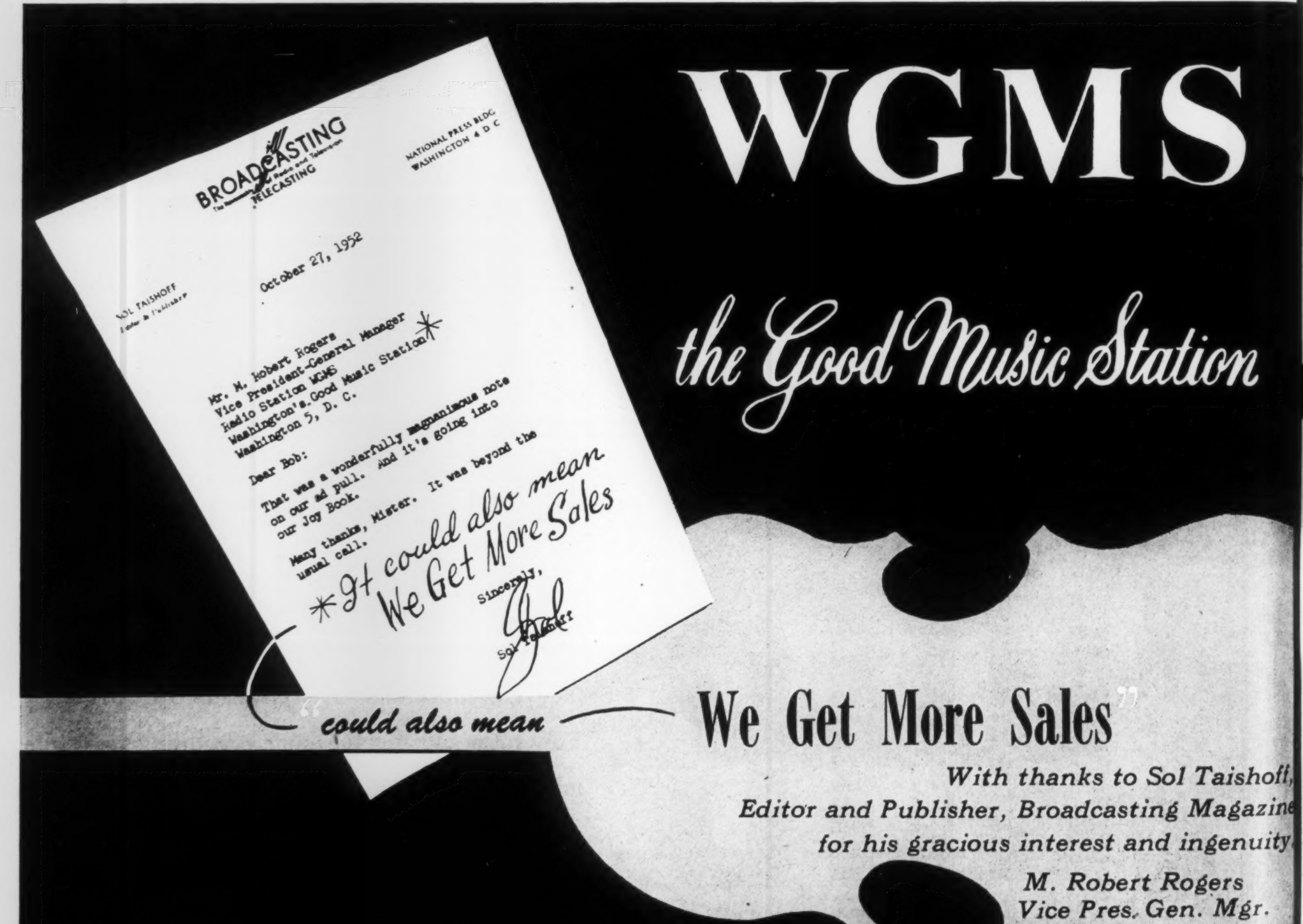

BROADCASTING
TELECASTING
NATIONAL PRESS BLDG.
WASHINGTON 4 D C
SOL TAISHOFF
Editor & Publisher

October 27, 1952

Mr. M. Robert Rogers
Vice President-General Manager
Radio Station WGMS
Washington's Good Music Station*
Washington 5, D. C.

Dear Bob:

That was a wonderfully magnanimous note on our ad pull. And it's going into our Joy Book.

Many thanks, Mister. It was beyond the usual call.

*It could also mean We Get More Sales

Sincerely,

Sol Taishoff

With thanks to Sol Taishoff, Editor and Publisher, Broadcasting Magazine for his gracious interest and ingenuity.

M. Robert Rogers
Vice Pres. Gen. Mgr.

WGMS Washington, D.C. AM-FM Member Good Music Broadcasters % WQXR New York City

WGMS 1947	570 1,000-D	The Good Music Station Inc. 1125 Vermont Ave. Executive 3-8676		Morris Rodman, p M. Robert Rogers, gm & cm	Pierson Underwood, pd Nick Chaconas, ce Norman Evans, pdm	Anne Blair, wd	AP Col.
WGMS-FM *1948*	*Chan. 278 (B)* *103.5mc* *20kw*						
WINX		(See Rockville, Md. listing)					
WMAL 1925	630 5,000 DA-1	The Evening Star Bcstg. Co. 4461 Connecticut Ave. Kellogg 7-1100	ABC Katz	S. H. Kauffman, p K. H. Berkeley, vp & gm Charles L. Kelly, assist. gm	George Jonscher, slm Frank Harvey, ce William Neel, nd	James Gibbons, sd Ruth Crane, wd E. H. Meeks, pmm	**SES.** AP RCA
WMAL-FM *1948*	*Chan. 297 (B)* *107.3mc* *20kw*						
WMAL-TV 1947		The Evening Star Bcstg. Co. 4461 Connecticut Ave. Kellogg 7-1100		(For full information see TELECASTING Yearbook)			
WOL 1924	1450 250	Peoples Bcstg. Corp. 1000 Connecticut Ave. Metropolitan 8-0010		Murray Lincoln, p Herbert E. Evans, gm Ben E. Wilbur, sm	Sidney W. Slappey, cm George W. Campbell, pd Harold Reed, ce	Sam Kaufman, sd Eugene Berger, nd	SES. AP, UP WE
WOL-FM *1946*	*Chan. 266 (B)* *98.7mc* *20kw*						

you get that

PERSONAL-ITY TOUCH...

...in Washington the nation's 9th market where family income tops U. S. by 40%*

*SALES MANAGEMENT'S MAY 10, 1952 SURVEY OF BUYING POWER.

MISS RUTH ANNE
MILTON Q. FORD
JERRY STRONG
JIM GIBBONS
RUTH CRANE
SHERMAN BUTLER

. . . and where WMAL-AM-FM-TV tops the city's average in spot participation programs featuring popular LOCAL personalities.

- *Their personal endorsement gives you that BONUS acceptance your product needs for maximum sales results.*
- *Be sure to get your share of that extra $1891.00 per annum* the average Washington family earns.*
- *Let WMAL's PERSONAL-ITY TOUCH "touch off" NEW SALES for YOU! Call or wire The Katz Agency, Inc. or WMAL SALES Department.*

WMAL AM FM TV

THE EVENING STAR STATION IN WASHINGTON, D. C.

DISTRICT OF COLUMBIA—(Continued)

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WOOK 1940	1340 250	United Bcstg. Co. 8th & I Sts., N.W. Republic 7-8000		Richard Eaton, p, gm, & cm	Arthur A. Snowberger, ce, pd & sd	Eugene Miller, pmm & fd	UP RCA
WFAN(FM) *1948*	*Chan. 262 (B)* *100.3mc* *20kw*	*(WOOK, AM affiliate)*					
WPIK		(See Alexandria, Va. listing)					
WRC 1923	980 5,000 DA-N	National Bcstg. Co. Wardman Park Hotel Adams 4-5400	NBC NBC Spot Sales	Joseph H. McConnell, p Frank M. Russell, vp in chg. of Wash. off. Eugene Juster, gm	James Hirsch, cm Kenneth French, pd John Rodgers, ce Arthur Barriault, nd	Fritz Balzer, music d Nancy Osgood, wd Arthur Bergman, sd Robert Adams, pmm	AP, UP INS RCA
WRC-FM *1947*	*Chan. 230 (B)* *93.9mc* *20kw*						
WNBW(TV) 1947		National Bcstg. Co. Inc. Wardman Park Hotel Adams 4-5400		(For full information see TELECASTING Yearbook)			
WTOP 1932	1500 50,000-DA-2	WTOP Inc. Warner Bldg. Metropolitan 8-3200	CBS CBS Radio Spot Sales	John S. Hayes, p & gm Larry Richardson, asst. to p George Hartford, cm	Lloyd Dennis, vp chg. prog. Clyde Hunt, vp chg. eng. Granville Klink, ce Ted Koop, nd	Cody Pfanstiehl, pmm Claude Manoney, fd Arch MacDonald, sd Elinor Lee, wd	Cap. AP, UP, INS WE
WTOP-FM *1942*	*Chan. 243 (B)* *96.3mc* *20kw*						*REL*
WTOP-TV 1950		WTOP Inc. Warner Bldg. Metropolitan 8-3200		(For full information see TELECASTING Yearbook)			
WTTG(TV) 1947		Allen B. DuMont Labs. Raleigh Hotel Sterling 3-5300		(For full information see TELECASTING Yearbook)			
WUST-AM-FM		(See Bethesda, Md. listing)					
WWDC 1941	1260 5,000-DA-1	Capital Bcstg. Co. 1627 K St., N.W. Sterling 3-3800	MBS Blair	Joseph Katz, p Ben Strouse, gm Herman M. Paris, cm	Norman Reed, pd Ross H. Beville, ce	Irving Lichtenstein, pmm Bob Wolff, sd Hazel Markel, wd	St., L-W Thes. AP, UP WE
WWDC-FM *1946*	*Chan. 266 (B)* *101.1mc* *20kw*		*Forjoe*				WH
FLORIDA							
BARTOW							
WBAR (CP)	1460 1,000-D	William Avera Wynne, c/o WEED Rocky Mount, N. C.		Wm. A. Wynne, o			
BELLE GLADE							
WSWN 1947	900 1,000-D	Seminole Bcstg. Co. Box 8 2063 - 2064		Dr. Robert G. Nelson, p (Mrs.) Mary M. Foy, gm Marvin Smith, slm	Don Day, pd Eva Johnson, traffic m	S. S. Clemans, ce Bill Eggleston, fd	Thes., Wld., SES UP G
BRADENTON							
WTRL 1947	1490 250	Trail Bcstg. Corp. Municipal Pier 31531	Best	H. D. McClelland, p Howard A. Donahoe, exec. vp	George M. Manning, cm Carl Van Sittert, pd	Marlen J. Hager, Sr., ce & sd	Wld. AP G
CHATTAHOOCHEE							
WKDO (CP)	1380 500-D	Tiger River Corp. c/o Harold E. Bergman Chamber of Commerce Chattahoochee, Fla.		Le Roy Lowder, p August F. Reincke, gm	Nicholas Virgilio, pd	J. W. Bauknight, ce	L-W INS RCA

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1340 ON YOUR DIAL

THE AMAZING STORY OF WOOK!

A UBC STATION

In Washington they say look to WOOK and everything is double okay

They Know

Here's the Proof ▶

WOOK has more listeners than ANY of the nine other Washington area Independents during the key daytime periods.

WOOK has more listeners during the entire afternoon period than the AVERAGE COMBINED LISTENING AUDIENCE OF TWO NETWORK STATIONS.

WOOK has more listeners during the key daytime periods selected than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.

The most talked about station in the nation! Continually SOLD OUT because of audience, market, sales and results.
WOOK, the UBC voice of the nation's Capital City, broadcasts to the more than 1,474,200 people with more than 1,631,634,000 dollars to spend in the greater Washington area . . . and through brilliant programming reaches the loyal *plus audience* of 339,066 Negroes with more than 375,000,000 retail dollars to spend!
WOOK, Washington's FIRST Independent station, has more listeners than any of the nine other Washington area independents during the entire twenty-four hour period surveyed by The Pulse, Incorporated!
WOOK, Washington's FIRST Independent station, has more listeners during the key periods than the *combined* listening audience of any other two Independent stations in the Washington area! This report by The Pulse, Incorporated!

WOOK—WASHINGTON'S FIRST INDEPENDENT STATION

ASK BOB WITTIG AT UBC'S N. Y. OFFICE—MURRAY HILL 7-4758

or UBC, 8th & Eye Sts., N. W., Washington, D. C.

CLEARWATER							
WTAN 1948	1340 250	Clearwater Radio Bcstrs. Inc. Box 1109 3-3084	KBS McGillvra	Otis E. Pruitt, p H. Dennison Parker, gm Frank L. Parker, cm	L. H. Falconnier, pd John M. Callan, ce	Robt. Weatherly, sd	Wld. UP Col.
COCOA							
WKKO 1952	860 250-D	Brevard Bcstg. Co. Box 387		Emerson W. Browne, gm	Carl G. Collins, Jr., pd	Davis E. Wilson, ce	UP G
CORAL GABLES							
WTTT 1949	1490 250	Atlantic Shores Bcstg. Inc. 350 Aragon Ave. 83-4663		David H. Freedman, gm			
WVCG 1948	1070 1,000-D	Peninsular Bcstg. Corp. 223 Aragon Ave. 48-74-11		George W. Thorpe, p & gm T. H. McCallie, cm Robert S. Stevens, pd	Daniel McMillin, ce Bob Hildreth, nd	Mel Singer, sd Barbara Binns, wd	Assoc. AP RCA
CRESTVIEW							
WCNU 1948	1010 1,000-D	Gulfshores Bcstg. Co. Box 518 3511	KBS, Florida Alabama	D. G. O'Neal, p & ptnr. H. French Brown, secy-treas. & ptnr. Sam F. Townsend, gm	Charles C. O'Neal, cm Vernon C. Cooper, pd James T. Whitaker, ce	Thomas E. Williford, sd Betty Kennedy, wd	Wld., SES AP G
DAYTONA BEACH							
WMFJ 1935	1450 250	W. Wright Esch 444 N. Beach St. 6491-3	ABC McGillvra	W. Wright Esch, o Ray Clancy, sm	John S. Pitts, cm Mildred Mullins, pd	W. K. Ellenwood, ce	SES UP
WNDB 1948	1150 1,000 DA-N	News-Journal Corp. 128 Orange Ave. 2-0531	Perry	Jerry Stone, gm & pmm R. Y. Huffman, cm	Wm. R. Steadman, pd F. A. Scott, ce	Howard Kahn, nd Ross Hancock, sd	Wld. AP GE
WNDB-FM *1947*	*Chan. 233 (B)* *94.5mc* *8.5kw*						
WROD 1947	1340 250	Daytona Beach Bcstg. Corp. Box 991 4626	NBC Best	E. J. Sperry, p, g & pmm Norman Lemstrom, cm	R. C. Fellows, pd	Lee Menard, ce	Cap. UP Col.
DeLAND							
WJBS 1948	1490 250	Stetson University Box 808 1490	NBC	J. Ollie Edmunds, p C. L. Menser, gm & pd	Robert Walton, cm Donald Hall, ce	Sam Mansfield, sd	Thes. AP Col.
FT. LAUDERDALE							
WBRD 1950	1580 250-D	Broward Bcstg. P. O. Box 78 22563	KBS Best	L. C. Judd, p Robert W. Standart, gm Charles Gravett, cm	Elliott McCauley, pd William Latham, ce Henry Kinney, nd	George Taylor, f & sd Winnie Kinney, wd	St. UP WE
WITV (TV) (CP)		Gerico Investment Co. c/o Radio Station WBRD P. O. Box 78		(For full information see TELECASTING Yearbook)			
WFTL 1946	1400 250	Gore Publishing Co. P. O. Box 131 32511	Sears & Ayer	J. W. Dickey, p R. L. Bowles, g & cm	Jack Swart, pd Richard Nonthey, ce Orville Revelle, nd	Mack Ansbaugh, sd	L-W, Wld. AP Col.
WFTL-TV (CP)		Gore Publ. Co. P. O. Box 131 3-2511		(For full information see TELECASTING Yearbook)			

VACATION LAND SUMMER AND WINTER

WMFJ

FIRST RADIO STATION IN

DAYTONA BEACH, FLA.

Affiliated with the American Broadcasting Company

JOSEPH HERSHEY McGILLVRA, INC.
NATIONAL REPRESENTATIVES

ROBERT S. KELLER
AGENCY COORDINATOR

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	**Executive Abbreviations** *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
FT. MYERS							
WINK 1939	1240 250	Ft. Myers Bcstg. Co. P. O. Box 1072 4-1341	CBS, KBS Florida Cooke	Arthur McBride, ptnr. Daniel Sherby, ptnr. A. J. Bauer, gm, pd & nd	D. Harlacher, cm J. Lacy, ce	F. Nodine, sd A. Fuller, wd	AP RCA
WMYR 1952	1410 1,000-D	Robt. Hecksher 33 East Hanson St. 5-1175			Robert Hecksher, o	Kenneth M. Parke, cm	L-W UP G
FORT PIERCE							
WARN (CP)	1330 1,000-D	Hurricane Bcstg. Service			Murray Tillman, gm	Lee Lively, pd	
WIRA 1946	1400 250	Indian River Bcstg. Co. P. O. Box 1401 1400	MBS, NBC	Douglas Silver, p, gm & nd Kingsley Butt, cm	Marjorie B. Silver, pd & wd James Sowinski, ce	Anne Wilder, fd Bill Strickland, sd	Wld. UP G
FORT WALTON							
WFTW (CP)	1260 1,000-D	Vacationland Bcstg. Co. 121 W. Pine Ave. Crestview, Fla.		W. R. Powell, p	H. H. Harris Jr., vp	D. G. O'Neal Jr., sec., treas.	
GAINESVILLE							
WGGG 1948	1230 250	Alachua County Bcstg. Co. 1230 Waldo Rd. 5791	ABC, KBS Best	R. M. Chamberlin, p, gm & ce L. E. Mims, cm Pierre Bejano, pd	Scott Sutton, nd George Combs, fd	Stan Reich, sd Thelma Roberts, wd	Wld. AP
WRUF 1928	850 5,000 DA-N	University of Florida University Campus 3261, ext. 468	MBS Burn-Smith	Garland Powell, d Ray Dantzler, asst. d John Donovant, cm Roberts C. Smith, pd	Albert P. Schwarz, bus. m Jim Montgomery, pmm Garvin Combs, ce Bill Coleman, nd	Bob Leach, ch. announ. Clyde Beale, fd Otis Boggs, sd Odessa Eddy, wd	L-W AP RCA
WRUF-FM *1949*	*Chan. 281 (B)* *104.5mc* *12kw*						
HOLLYWOOD							
WHWD (CP)	1320 500-D	Circle Bcstg. Co. U. S. Route 441 & 7th Ave.		R. G. Tanner, Jr., p Vernon McCarthy, g, cm & fd	Lee Under, treas. Buck Kinnaird, pd, pmm,	Martin Miller, ce	Cap. UP G
JACKSONVILLE							
WIVY 1948	1050 1,000-D	Edw. J. Oberle Springrove Ave. 4-7722	Clark	Edw. J. Oberle, p & gm Arman Reinke, cm Dick Webb, pd	James Stephens, ce & nd Stanley Beaton, pmm Earl McRae, fd	Fred Rahaim, sd Martha Hayes, wd	INS REL
WIVY-FM *1952*	*Chan. 229 (B)* *93.7 mc* *2.45kw*						
WJAX 1925	930 5,000 DA-N	City of Jacksonville No. 1 Bcst. Place 4-1681	NBC Blair, Cummings	John T. Hopkins, III, gm & ce	J. W. Douglas, cm	Marion Trowell, pd & pmm	Thes. AP WE
WJAX-FM *1948*	*Chan. 236 (A)* *95.1mc* *11.5kw*						

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FIRST
IN LISTENER PREFERENCE
IN
FABULOUS FLORIDA'S
FIRST
CITY OF YEAR-ROUND SALES, AND
FIRST
IN COVERAGE IN NORTH FLORIDA AND SOUTH GEORGIA

W-J-A-X
930 kc — 5,000 watts

W-J-A-X-FM
95.1 mg

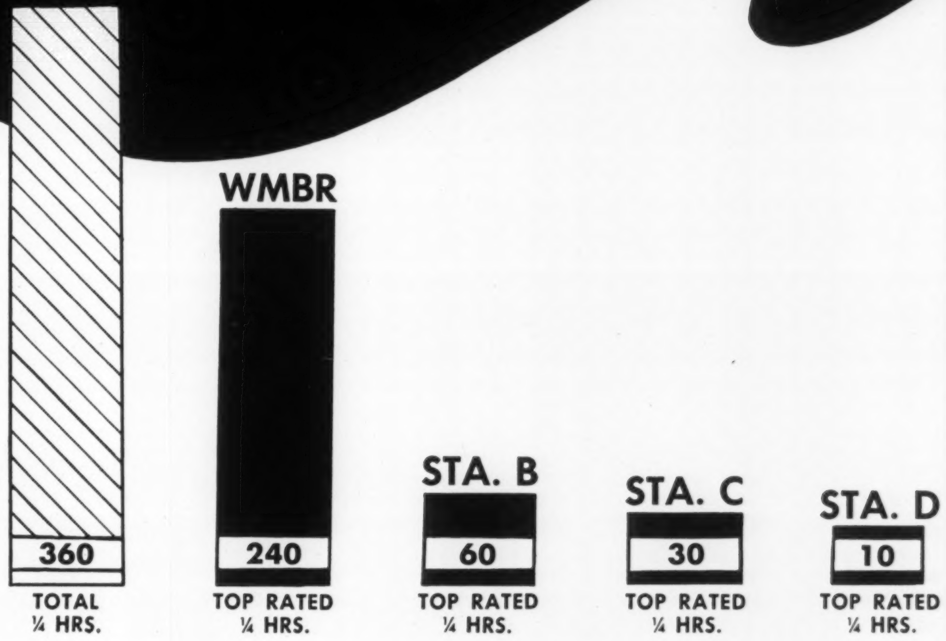
JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS

J. D. Kennedy, Commissioner in Charge
John T. Hopkins III, Manager

AN NBC AFFILIATE

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO. — SOUTHEAST: HARRY E. CUMMINGS

4 to 1 Jacksonville's BEST BUY



The November Jacksonville Pulse rates WMBR FIRST in 240 quarter-hours from 6:00 AM to Midnight, Monday through Friday. Four times better than any competitor and twice as good as 7 competitors combined.

WMBR Leads Morning, Afternoon and Night.

Jacksonville Florida

Represented By **AVERY-KNODEL, Inc.**

WMBR

5,000 Watts • CBS

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, New Service Transmitte
JACKSONVILLE—(Continued)							
WJHP 1952	1320 5,000 DA-N	The Jacksonville Journal Co. 500 Laura St. 4-7711	MBS Perry	John H. Perry, Jr., p Milford A. Reynolds, gm	Beecher Hayford, ce Fred Schilling, sd	Alice Withee, wd	L-W AP RCA
WJHP-FM *1948*	*Chan. 245 (B)* *96.9mc* *32kw*						
WMBR 1934	1460 5,000-DA-N	Florida Bcstg. Co. 605 S. Main St. 9-4475	CBS Avery-Knodel	Frank King, p, g & cm Jack Newsom, pd Charles M. Stone, Natl. slm	Larry Scarborough, pmm & nd Ernest B. Vordermark, ce	Harry I. Talbert, sd	Wld. UP Col.
WMBR-FM *1949*	*Chan. 241 (B)* *96.1mc* *63kw*						
WMBR-TV 1949		Florida Bcstg. Co. 605 S. Main St. 9-4475		(For full information see TELECASTING Yearbook)			
WOBS 1948	1360 1,000-D	Southern Radio & Equipment Co. 1036 Mary St. 98-3411	Forjoe	E. D. Rivers, Sr., p Carmen Macri, secy-treas. John A. Boling, gm & sd	Riley McQuage, cm Jack L. Harrell, pd & nd Guy L. Crumpley, pmm & fd	William F. Askew, ce Wyolene Rivers, wd	G
WPDQ 1942	600 5,000 DA-N	Jacksonville Bcstg. Corp. Gulf Life Bldg. 4-4421	ABC Taylor	James R. Stockton, p Robert R. Feagin, gm Kenneth E. Small, cm Charles Edwards, pd	Gordon Pierce, pmm James Donovan, ce Hugh Batey, nd	Howard Clark, fd Al Dunaway, sd Anne Daly, wd	UP RCA
WRHC 1950	1400 250	WRHC, Inc. 247 Margaret St. 6-0461		Harold S. Cohn, p Willard Fraker, g & cm Freda Sanders, pd	Frank D. Thies, ce Harold S. Cohn Jr., pub ser. d Al Keirsey, nd	R. S. Jones, fd L. D. Morgan, sd Elsie J. Cohn, wd	L-W RCA
JACKSONVILLE BEACH							
WJVB 1947	1010 250-D CP: 1,000-D	Jacksonville Beach Bcstg. Co. P. O. Box 127 5-3674	KBS Best	J. Lyle Williams, Jr., p & gm James M. Bryant, cm	Ted Booth, pd Daniel M. Long, ce	Bill Williams, sd Mary Mason, wd	AP Ray.
KEY WEST							
WKWF 1945	1600 500	John M. Spottswood P. O. Box 891 2-3333	MBS	John M. Spottswood, p, g & cm	Mary S. Spottswood, pd	Charles R. Lowe, ce	St. RCA
LAKE CITY							
WDSR 1946	1340 250	Deep South Radio-ways 126 N. Marion St. 525		Alfred H. Temple, p, g, cm, n & fd Alma H. Temple, pd & wd	Richard E. Dyer, ce	George Douglas, sd	Assoc. UP

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THE **TOP** STATIONS

"Top of Peninsular"

FLORIDA

when—

➡ **T**HINKING
TEST
TELL
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OF
OUR
OUR
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PRODUCTION
POWER
PEOPLE
PACKAGE

WGGG (ABC) Gainesville
WRHC (IND.) Jacksonville
WJVB (IND.) Jacksonville Beach
WDSR (IND.) Lake City
WLBE (MBS) Leesburg
WSBB (IND.) New Smyrna Beach
WTMC (NBC) Ocala
WWPF (ABC) Palatka
WFOY (CBS) St. Augustine

Jacksonville
Jacksonville Beach
Lake City
St. Augustine
Gainesville
Palatka
Ocala
Daytona Beach
New Smyrna Beach
Leesburg
HAMILTON
COLUMBIA
BAKER
NASSAU
DUVAL
SUWANNEE
UNION
BRADFORD
CLAY
ALACHUA
GILCHRIST
PUTNAM
FLAGLER
LEVY
MARION
CITRUS
SUMTER
LAKE
SEMINOLE
HERNANDO

COVERAGE & MARKET DATA

POPULATION (1950 Census)	724,037
RADIO HOMES (Broadcasting)	176,294
RETAIL SALES (1951 Sales Management)	$688,135,000

SPOT ANNOUNCEMENT RATE

9 STATIONS	$22.50	NO DISCOUNT
1 AFFADAVIT	1 BILLING	1 CLEARANCE

For further details write:

T-O-P
P. O. Box 2467
Jacksonville 3, Fla.

or contact any member station

BUY FLORIDA'S TOP GROUP FOR ONLY $22.50 A SPOT

XUM

LAKELAND

WLAK 1936	1430 1,000	Lakeland Bcstg. Corp. P. O. Box 1211 2127	NBC Pearson	S. O. Ward, p, g & pmm Powell Adams, cm	Mary Whistle, pd	William P. Lee, asst. m & ce	Assoc. UP RCA
WONN 1949	1230 250	Coastal Bcstg. Co. Lake Hunter Drive P. O. Box 2038 5117	MBS Cooke	Robert S. Taylor, p, g & pmm Thomas R. Barber, cm Ted Covington, pd & nd	Duane F. McConnell, bus. m & ce Graham S. Mela, fd	Bill Snyder, sd Gloria Revels, wd	Cap. AP G

LAKE WALES

WIPC 1951	1280 1,000-D	Imperial Polk Bcstg Corp. P. O. Box 712 2-9831	KBS	Sarkes Tarzian, p S. W. Keen, vp G. Max Kimbrel, gm & ce	Dick Marsh, cm Joan Kimbrel, pd & wd	Jim Southern, nd Dick Hunt, fd	Wld. AP G

LAKE WORTH

WEAT 1948	1490 250	(See West Palm Beach, Fla., listing.)					

LEESBURG

WLBE 1949	790 1,000 DA-1	Paul A. & Wendell F. Husebo P. O. Box 297 552	MBS Best	Paul A. Husebo, p Wendell F. Husebo, g & cn	Richard R. Coleman, pd J. Allen Brimmer, ce	Wayne Scott, nd Bill Reedy, sd	Wld. UP Col.

LIVE OAK

WNER 1949	1450 250	Live Oak Bcstg. Co. P. O. Box 655 1450 - 499	KBS, Fla. State	Norman O. Protsman, g & cm Faith M. Protsman, pd	Clarence S. Parker, ce & sd	John Lee Alford, fd	.... UP RCA

MARIANNA

WTYS 1948	1340 250	John H. Phipps P. O. Box 565 650	KBS Cummings	John H. Phipps, p	L. Herschel Graves, gm Guy Hamilton, m	Berta Hamilton, pd Wm. A. Snowden, ce	....

MELBOURNE

WMMB 1948	1240 250	Melbourne Bcstg. Corp. Front St. 574	MBS Best	Henry Dravneek, p A. V. Catterton, gm Victoria Martin, adv. m	Beverly Fleming, adv. m Barbara Bancroft, pd	Alan Mills, ce	SES UP Col.

MIAMI

WFEC 1949	1220 250-D	David Haber 350 N.E. 71st St. 89-7534		David Haber, p Herbert Schorr, g & cm	Robert Lyons, sm & pd William Reeder, ce	Louise Sanford, wd	.... UP WE
WGBS 1939	710 50,000-D 10,000-N DA-2	Storer Bcstg. Co. 1605 Biscayne Blvd. 9-2401	CBS Katz	George B. Storer, p Miller N. Babcock, gm Francis J. Riordan, cm	Ewald Kockritz, pd & pmm Edward C. Lockwood, ce Robert Bingham, nd	George Chamberlin, fd Stan Ornest, sd Jane Butler, wd	L-W UP, INS WE
WGBS-FM *1952*	*Chan. 242 (A)* *96.3mc* *1.5kw*						
WINZ 1946	940 50,000-D 10,000-N DA-2	Hollywood Bcstg. System Biscayne Terrace Hotel 82-6641	Raymer	Rex Rand, p & gm B. Neary, cm & pmm Denny Kirwin, pd & sd	James Sawyer, ce	Lyn Lockwood, wd	.... AP, INS RCA
WIOD 1926	610 5,000 DA-2	Isle of Dreams Bcstg. Corp. 600 Biscayne Blvd. 3-6444	NBC Hollingbery	Daniel J. Mahoney, p James M. LeGate, gm Robert L. Fidlar, cm	Scott Bishop, pd Milton C. Scott, ce Martha Henriquez, pmm	Gene Strul, nd Morris McLemore, sd Billie O'Day, wd	Thes. AP, UP, INS WE
WIOD-FM *1946*	*Chan. 247 (A)* *97.3mc* *15kw*						*RCA*
WMIE 1948	1140 10,000-D 5,000-N-DA-2	Sun Coast Bcstg. Corp. Everglades Hotel 3-5556	Pearson Dora-Clayton	E. D. Rivers, Sr., p Jim Macri, gm Kurt Meer, cm	Cy Russell, pd Russ Bennett, ce Ben Schreiber, pmm	Bill Cudabac, nd Ruth Vanderbusch, wd	Assoc. AP RCA
WQAM 1920	560 5,000-D 1,000-N	Miami Bcstg. Co. DuPont Bldg. 2-6121	ABC Blair, Cummings	John S. Knight, p Owen F. Uridge, gm	Don Fischer, pd Gene Rider, ce	Gordon Shaw, nd Marshall Parsons, sd	Wld. AP GE
WQAM-FM *1946*	*Chan. 235 (B)* *94.9mc* *8.2kw*						
WTVJ (TV) 1949		Southern Radio & Television Equipment Co. 316 N. Miami Ave. 82-6671		(For full information see TELECASTING Yearbook)			
WWPB 1947	1450 250	Paul Brake 414 SW 2nd Ave. 3-7405	KBS Walker	Paul Brake, o & m M. L. Carter, asst. m & pd Bernie Neary, cm	Fred Brabrant, ce Bert Johnson, pmm Noah Tyler, nd	Cal Carter, fd Sunny Hirsch, sd Joan Barrett, wd	.... AP WE
WWPB-FM *1948*	*Chan. 268 (B)* *101.5mc* *8.5kw*						WH

IAMI BEACH

WKAT 1937	1360 5,000-D 1,000-N	WKAT, Inc. 1759 Bay Rd. 5-5711	MBS Headley-Reed	A. Frank Katzentine, p & o John I. Prosser, gm & pd Walter Callahan, cm	Arthur P. Smith, Jr., ce John Price, nd	Robert Evans, sd	Cole, St. UP WE
WKAT-FM *1947*	*Chan. 226 (B)* *93.1mc* *285kw*						*Wld. L-W* ....
WLRD-FM *1948*	*Chan. 230 (B)* *93.9mc* *13kw*	*Mercantile Bcstg. Co.* *420 Lincoln Rd.* *58-6334*	*Indie*	*Alan H. Rosenman, o, gm & ce*	*Marshall Jay Simmons, cm*		*WE*
WMBM 1947	800 1,000-D	Biscayne Bcstg. Co. MacArthur Causeway 5-5586		Kenneth S. Keyes, Sr., p Buddy E. Starcher, g & cm	Arnold C. Kaufman, pd, pmm & nd Charles Hartwick, ce	Charles Haley, fd Elenor Bingham, wd	St. UP Col.

EW SMYRNA BEACH

WSBB 1951	1230 100	Beach Bcstg. Co. New Smyrna Hotel 760		Walter T. Slattery, g & cm	James D. King, pd	Roland Jordan, ce	Thes. UP Tem.

CALA

WTMC 1939	1290 1,000 DA-N	Ocala Bcstg. Co. Inc. 14 S. Magnolia St. MArion 2-4127	NBC Perry	John H. Perry, Jr., p Thomas S. Gilchrist, Jr., g & cm	James B. Smith, pd, pmm, n & fd W. P. Callahan, ce	Ken Brown, sd Ruth Brumball, wd	L-W AP Col.

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
ORLANDO							
WDBO 1924	580 5,000 DA-N	Orlando Bcstg. Co. Inc. 30 S. Ivanhoe Blvd. E. P. O. Box 3707 6181	CBS Blair, Cummings	Harold P. Danforth, p & gm W. G. McBride, sls. d Rosalind Boggs, pd	J. E. Yarbrough, ce Carter Scofield, n & fd	Don McAllister, sd Bill Berry, wd	Assoc., Thes., Wld. AP, UP
WDBO-FM *1949*	*Chan. 222 (B)* *92.3mc* *34kw*						*WE*
WHOO 1947	990 10,000-D 5,000-N DA-N	WHOO, Inc. Fort Gatlin Hotel Bldg. 2-0773	ABC Avery-Knodel	Edward Lamb, p Carl F. Hallberg, g & cm	Dan Daniel, pd, n & sd Don E. Compton, ce	Gordon Towne, fd	St. AP RCA
WHOO-FM *1948*	*Chan. 243 (B)* *96.5mc* *59kw*						*Fed.*
WLOF 1940	950 5,000 DA-N	Hazlewood, Inc. P. O. Box 1991	MBS	Wm. J. Sears, p John Thorwald, exec. vp & gm Walter C. Shea, secy-treas. Donn R. Colee, cm	John Hugh, pd Freda M. Hilton, prom. d W. Dodd Daniel, ce Forrest Clark, nd	John Freeman, nd Bob Kilgore, fd R. B. Smith, sd Mrs. Ruth Donahue, wd	L-W UP RCA
WORZ 1947	740 1,000 DA-2	Central Fla. Bcstg. Co. 790 N. Orange Ave. 2-2451	NBC Weed	Mrs. Naomi T. Murrell, p Eugene D. Hill, vp & gm Winston L. Clark, cm	Chas. Hunt, pd Wm. Miller, ce Georgia McCarty, pmm	Wm. Switzer, n & fd Chuck Fuller, sd Phoebe Miller, wd	Cap. AP WE
WORZ-FM *1952*	*Chan. 262 (B)* *100.3mc* *16.5kw*						*RCA*
PALATKA							
WWPF 1947	800 250-D	Palatka Bcstg. Co. 900 River St. 354	ABC	J. E. Massey, ptnr. L. C. McCall, ptnr., gm & ce Herb Young, cm	Johnny W. Gillis, pd Bob James, pmm & sd	George Duck, fd Evelyn Longworth, wd	Wld. UP Col.
PALM BEACH							
WWPG 1941	1340 250	Palm Beach Bcstg. Corp. 3000 S. Ocean Blvd. 2-1515		Charles E. Davis, o, g & cm	Florence Hicks, pd	Clyde Walkden, ce	Thes., L-W UP G
WWPG-FM *1946*	*Chan. 250 (B)* *97.9mc* *22kw*						*Fed.*
PANAMA CITY							
WDLP 1940	590 1,000 DA-N	Panama City Bcstg. Co. West Beach Drive	MBS, KBS Florida Perry	John H. Perry Jr., p C. B. Kelley, gm Byron Hayford, asst. gm & cm	John Thomas, pd Calvin Howrigan, ce	Don Brookins, nd Frank Pericola, sd	L-W AP Ray
WDLP-FM *1951*	*Chan. 255 (B)* *98.9mc* *5kw*						
WPCF 1949	1400 250	Bay County Bcstg. Co. 300 E. 15th St. 6176		E. L. DuKate, n & gm			

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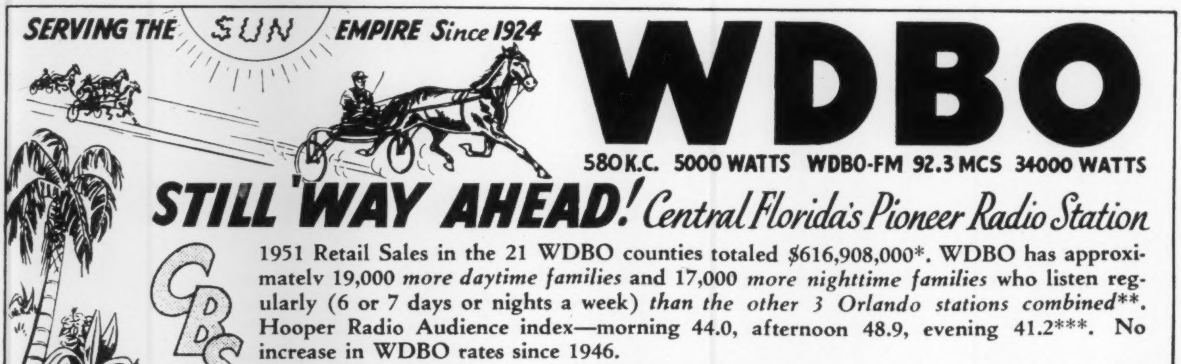

SERVING THE SUN EMPIRE Since 1924

WDBO

580 K.C. 5000 WATTS WDBO-FM 92.3 MCS 34000 WATTS

STILL 'WAY AHEAD! Central Florida's Pioneer Radio Station

1951 Retail Sales in the 21 WDBO counties totaled $616,908,000*. WDBO has approximately 19,000 *more daytime families* and 17,000 *more nighttime families* who listen regularly (6 or 7 days or nights a week) *than the other 3 Orlando stations combined***. Hooper Radio Audience index—morning 44.0, afternoon 48.9, evening 41.2***. No increase in WDBO rates since 1946.

* 1952 Sales Management ** Last BMB Report *** C. E. Hooper—Oct.-Nov. 1951

WDBO, ORLANDO, FLORIDA — National Representatives, BLAIR, CUMMINGS

PENSACOLA

WBSR 1946	1450 250	WBSR, Inc. WBSR Bldg. 6173	CBS Taylor	Patt McDonald, p Don Lynch, vp & gm	Boris Mitchell, cm & sd Jay Reagan, pd	Glenn Nichols, ce	Wld. AP
WCOA 1926	1370 5,000 DA-N	WCOA, Inc. 118 E. Interndencia 4111	NBC Perry	John H. Perry Jr., p J. Halliday Veal, gm & nd I. F. Welch, cm & fd	Russ. Hirsch, pd Winnie Smith, pmm H. L. Heath, ce	Dan Griffith, sd Clarine Porter, wd	L-W AP RCA
WEAR 1947	1230 250	Gulfport Bcstg. Co. Inc. 2nd & Hyer Sts. 8-4449	ABC, MBS Pearson	Mel Wheeler, p, g & cm Dick Darby, pd & nd	Jim Smith, ce Agnes Fisher, pmm	Dick Nickelson, sd Taris Savel, wd	Thes., Assoc. AP G
..... (TV) (CP)		Southland Television Inc.		(For full information see TELECASTING Yearbook)			

PLANT CITY

WPLA 1949	1570 250-D	W. A. Smith Hopewell Rd. 526	KBS Best	W. A. Smith, p George Friend, g & cm Frankie Blackwelder, pd	James Derrick, ce, sd & wd James M. Shumway, pmm	Joseph T. Wilson, nd Stan Hendricks, fd	Cole UP

QUINCY

WCNH 1948	1230 250	Quincy Bcstg. Corp. 300	MBS Best	A. B. Letson, p, o, gm & ce Jerry Melvin, c & pmm	Dewey C. Newton, pd Lee Herbert, nd	Jim Kirk, f & sd Betty Barnes, wd	Thes. UP WE

ST. AUGUSTINE

WFOY 1936	1240 250	Fountain of Youth Bcstg. Co. Magnolia Ave. 1622	CBS, Florida Avery-Knodel	Mrs. J. C. Bell, p John E. Bernhard, Jr. exec. vp, g & cm & nd	Frankie C. Walker, secy-treas., pd & pmm Ernest Raistrick, ce	Bob Herrington, fd Julian Fant, sd Alberta Dillin, wd	Wld. UP Col.

ST. PETERSBURG

WPIN 1947	680 1,000-D	Fla. West Coast Bcstrs. Inc. Royal Palm Hotel 7-0511	Indie Sales	Dr. Charles L. Farrington, p Arthur Mundorff, g & cm James Carley, pd	Manly St. Jean, ce Bob Clayton, fd	Bill Wright, sd Syd Shrode, wd	AP G
WSUN 1928	620 5,000 DA-N	City of St. Petersburg Recreation Pier 7-4747	ABC Weed	George D. Robinson, gm Vera New, cm	Louis J. Link, pd	Jeff Moshier, sd	Assoc. UP RCA
WSUN-TV (CP)		City of St. Petersburg P. O. Box 240	(For full information see TELECASTING Yearbook)				
WTSP 1939	1380 5,000 DA-N	Pinellas Bcstg. Co. Times Bldg. 7-8108	MBS H-R Reps	Nelson P. Poynter, p F. J. Kelley, vp & gm L. L. Wildman, cm	Jack Faulkner, pd & pmm W. D. Mangold, ce Bill Watts, nd	Bob Bonifay, sd Beth McNelly, wd	Wld., Cap. UP, INS RCA
WTSP-FM *1948*	*Chan. 273 (B)* *102.5mc* *37kw*						*WE*

SANFORD

WTRR 1947	1400 250	Myron A. Reck P. O. Box 1541 999	KBS Best	Myron A. Reck, p, g & pmm Roy D. Green, cm	J. Marion Harman, Sr., pd, n & wd James S. Williamson, Jr., ce	Ralph Spotts, fd James W. Fields, sd	UP Col.

SARASOTA

WKXY 1949	1540 1,000-D	Sarasota Bcstg. Co. P. O. Box 2431 Ringling 66-651	KBS Best	A. G. Fernandez, p	Howard Ermisch, pd & sd	Robert Kohlmeyer, ce	L-W AP G
WSPB 1939	1450 250	WSPB, Inc. P. O. Box 1110 Ringling 6-8811	CBS Pearson	Robt. C. Jones, Jr., p John B. Browning, g & pmm J. McCarthy Miller, cm	David C. Hale, pd James E. Grant, ce	Dean Fleischman, sd Dottie Mead, wd	Wld., Thes. UP RCA

SEBRING

WJCM 1950	1340 250	Clearfield Bcstrs. Inc. Box 233 81-811	MBS, KBS	W. K. Ulerich, p W. J. Thomas, gm Jonas Termin, sm & pd	Al Frank, asst. m & sd Robert Goshorn, ce	Emma Lou Richards, n & wd	St. UP Ray.

TALLAHASSEE

WTAL 1935	1270 5,000 DA-N	John H. Phipps P. O. Box 989 2-1270	CBS Blair	John H. Phipps, p L. Herschel Graves, gm	Joseph E. Hosford, pd William Snowden, ce	Bob Delaney, nd Peggy Flynn, wd	Wld. AP RCA
WTAL-FM	*Chan. 280 (A)* *103.9mc* *0.72kw*						
WTNT 1946	1450 250	Tallahassee Appliance Corp. Hotel Duval 2-1450	ABC Clark Dora-Clayton	Frank W. Pepper, p Frank W. Hazelton, vp, g & cm	Charles L. Clifton, ce Theo. E. Sommerkamp, nd	Jack Edger, sd Helen Hulick, wd	Thes. UP G

TAMPA

WALT 1946	1110 1,000-D	Tampa Bcstg. Co. 401 W. Tyler St. 2-7921	Pearson	W. Walter Tison, p, g, cm & pmm C. W. Geer, pd	J. B. Tison, ce Sandy Geer, nd Bob Martin, fd	Bill MacKechnie, sd June M. Tison, wd	L-W AP RCA
WDAE 1922	1250 5,000 DA-1	Tampa Times Co. 114 N. Franklin St. 2-2911	CBS Katz	David E. Smiley, p L. Spencer Mitchell, g & cm	Kenneth W. Skelton, pd, pmm & nd William Pharr Moore, ce	Mark E. Swingley, fd Sol J. Fleischman, sd Kay Dowst, wd	Assoc. AP GE
WDAE-FM *1947*	*Chan. 264 (B)* *100.7mc* *65kw*						

XUM

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
TAMPA (Cont'd)							
WEBK 1950	1590 1,000-D	Hillsboro Bcstg. Co. 1521 E. Broadway Ave. 4-4177	KBS	E. P. Martin, ptnr. & p Elmo B. Kitts, ptnr. & ce	Alpha Martin, ptnr. & vp	James Willson, pd & nd	KBS INS Col.
WFLA 1941	970 5,000 DA-N	Tampa Tribune Co. 312 Morgan St. 2-4747	NBC Blair, Cummings	J. C. Council, p George W. Harvey, gm Paul Jones, pd	Tom Mathews, pmm Jo Mitchell, ce Sam Lattimer, nd	Mardi Liles, fd Milton Spencer, sd Emily Moody, wd	Thes., L-W UP RCA
WFLA-FM *1948*	*Chan. 227 (B)* *93.3mc* *53kw*						*WH*
WHBO 1948	1050 250-D	Sulphur Springs Bcstrs. Inc. 11011 Fla. Ave. 33-2251		Harold A. Dunlap, p & gm Cyrus King, cm	Ellen Sauls, pd	Martin Bannister, ce	…… AP G
TARPON SPRINGS							
WBOY (CP)	1470 5,000-D	WBOY, Inc. P. O. Box 868 WBOY Bldg. Route No. 19		Amherst H. Turner, g & pmm Roe Potter Turner, cm	Gail D. Griner, ce Ken Scott, pdm	Erie Parker, nd Harry Jack Pisapia, fd	…… UP, AP G
WEST PALM BEACH							
WEAT 1948	1490 250	James Robert Meachem P. O. Box 791 Lake Worth L. W. 4422	NBC Walker	James Robert Meacham, p, g & pmm Clifford H. Glick, cm	Bill Gordon, pd & nd Andrew Keicher, ce	Aino Carlson, wd	Cap. AP Ray.
WIRK 1947	1290 1,000 DA-2 CP: 5,000-D 1,000-N-DA-N	Ken Sell, Inc. 715 South Flagler Dr. 21744	MBS, Fidelity Cooke	Joseph S. Field, Jr., p, g & cm James C. Steele, Jr., pd & pmm	William P. Heitzman, ce Pat McGuinness, nd Jack McCormack, fd	Rome J. Hartman, sd Bernadine Webster, wd	Assoc. INS Col.
WIRK-TV (CP)		Ken Sell Inc. 715 South Flagler Dr. 21744		(For full information see TELECASTING Yearbook)			
WJNO 1936	1230 250	WJNO, Inc. 1500 N. Flagler 2-3638	CBS, Fla., Liberty Meeker	George H. Buck, o Hustin V. McMillan, gm Vern Crawford, pd	Warren Spencer, ce Bob Hawkey, n & sd	Dave Webster, fd Ann Wharton, wd	Wld. UP RCA
WINTER HAVEN							
WSIR 1947	1490 250	Citrus Belt Bcstrs. Inc. 665 W. Lake Howard Dr. S.W. 31-313	MBS	Frederick L. Allman, p Lawrence A. Rollins, gm & nd	Earl E. Sturgeon, cm Richard Eyrich, pd	L. Orden Craig, ce	…… UP Ray.

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Main Street?...or the Market!

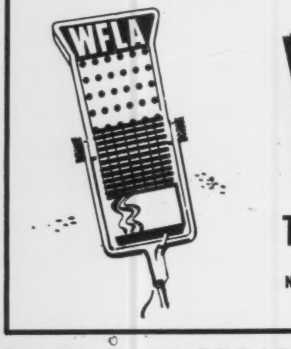
• Sure! WFLA covers "Main Street" — does a superb job in Tampa. But that's only a small percentage of its audience.

WFLA reaches out — into busy cities like St. Petersburg, into the resort communities along the Gulf Coast, and deep into Florida's richest, most heavily populated trade area.

Within a radius of 50 miles of WFLA are 29% of Florida's families, 26% of Florida's population, and 24% of Florida's retail sales. A total of 1,055,785 people live within 100 miles of Tampa.

WFLA gives you big market coverage, as well as "Main Street" . . . provides a diversified audience of homemakers, farmers, citrus growers, cattle raisers, industrialists, and vacationists in one of America's fastest growing markets.

When you buy Tampa, buy the Tampa trade area. Buy WFLA!



WFLA

AGRICULTURE
BUSINESS
INDUSTRY
RECREATION
TAMPA
ST. PETERSBURG

The Tampa Tribune Stations • AM and FM

NBC AFFILIATE

National Representative JOHN BLAIR & CO. • Southeastern Representative HARRY E. CUMMINGS, Jacksonville, Fla.

GEORGIA

ALBANY

WALB 1941	1590 1,000 DA-N	Herald Publ. Co. Leesburg Rd. 1590 & 1591	MBS Burn-Smith	James H. Gray, p Tommy R. Stillwagon, gm	Mildred N. Huie, cm Jack Mayer, pd Ben R. Wills, ce	William Bowick, Jr., pmm J. D. Davis, fd Arthur Magee, sd	Wld. AP Ray.
WGPC 1933	1450 250	Albany Bcstg. Co. New Albany Hotel 1370	CBS, Georgia Hollingbery	J. W. Woodruff, p & exec. m L. M. George, sm, cm & pmm	W. H. Flint, pd & sd	R. A. Carlton, ce Bill Fowler, fd	Assoc. UP WE
WJAZ 1952	1050 250-D	Southeastern Bcstg. System North Slappy Dr. 1670		James S. Rivers, p James O'Donald sm	George Burton Jr., cm Charlie Read, pd	James McGehee, ce Virginia Mizeck, wd	UP G

AMERICUS

WDEC 1947	1230 250	Americus Bcstg. Co. Windsor Ave. 3681-2	MBS Continental Dora-Clayton	James R. Blair, p Charles C. Smith, gm, cm, pd & nd	John L. Rivard, ce Dewey Stone, fd	June E. Senecal, wd	Wld. AP Ray.

ATHENS

WGAU 1938	1340 250	J. K. Patrick & Co. Bobbin Mill Rd. 1741	CBS, KBS	C. A. Rowland, p R. Lewis Doster, gm, cm & pmm	Mary L. Betts, pd	Bill Evans, ce & sd	AP Col.
WGAU-FM *1948*	*Chan. 258 (B)* *99.5mc* *4.4kw*						*GE*
WRFC 1948	960 1,000-D 500-N DA-N	Radio Athens, Inc. 279½ N. Lumpkin St. 446		L. H. Christian, p & gm C. A. McClure, cm Mary Anne Martin, pd & wd	L. D. Drewery, ce Ed Thilenius, pmm & sd	H. Randolph Holder, nd Ronnie Stephens, fd	Assoc. UP

ATLANTA

WAGA 1937	590 5,000 DA-N	Storer Bcstg. Co. 1018 W. Peachtree St., NW Vernon 3553	CBS Katz	George B. Storer, p Glenn C. Jackson, mgng. d Claude Frazier, cm	Don Naylor, pd Hugo Bondy, ce Para Lee Brock, pmm	Dale Clark, nd & fd Jim Woods, sd Helen Parris, wd	Thes. AP WH
WAGA-FM *1948*	*Chan. 277 (B)* *103.3mc* *44kw*						
WAGA-TV 1949		Storer Bcstg. Co. 1018 W. Peachtree St., NW Vernon 3553		(For full information see TELECASTING Yearbook)			

YOU GET ALL 3 ON WGST
MR. ATLANTA

ABC

ATLANTA

5,000 Watts

920 KC

C —assures coverage of the 36 counties in Atlanta's retail trade zone.

P —means the best in locally produced and net programs from ABC. Shows geared to the likes of Atlanta listeners.

M —guarantees top drawer merchandising support to jobbers, chain and independent retail outlets.

WGST

National rep.
JOHN BLAIR

in southeast
JAMES S. AYERS

GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
ATLANTA (Cont'd)							
WATL 1931	1380 5,000 DA-N	Atlanta Bcstg. Co. Henry Grady Bldg. Alpine 1515		J. W. Woodruff Sr., p Stan Raymond, cm, pd & sd	G. C. Livingston Jr., ce Paul Wynn, nd	Beth Simmons, wd	UP WE
WATL-FM *1948*	*Chan. 248 (B)* *97.5mc* *44kw*						
WBGE 1947	1340 250	General Bcstg. Co. Inc. Georgian Terrace Hotel Vernon 1194	Indie Sales, Oakes	Robt. N. Pinkerton, p & gm Harvey S. Langham, sm	Frank A. Browne, cm Robt. J. McGarity, pd Howard Parrish Jr., ce	Alice Bell, wd	AP GE
WBGE-FM *1947*	*Chan. 238 (B)* *95.5mc* *1.85kw*			*Rod Davidson, pd*			
WEAS 1947	1010 10,000-D	(See Decatur listing)					
WERD 1949	860 1,000-D	Radio Atlanta Inc. 274½ Auburn Ave., NE Lamar 0666	Interstate United Newspapers	J. B. Blayton Sr., p J. B. Blayton Jr., gm	Robert H. Brisendine, pd & nd Wm. F. Kennedy, ce	Mrs. Freddye Henderson, wd	WE
WGST 1923	920 5,000-D 1,000-N	Georgia Institute of Technology Forsyth Bldg. Walnut 8441	ABC Blair, Ayers	Frank M. Spratlin, chmn. John Fulton, gm & cm	Jack Kelley, pd, nd, sd & fd Ben Akerman, ce	Paul Sanford, pmm Dean Dickens, wd	AP RCA
WGST-FM *1949*	*Chan. 236 (B)* *94.1mc* *68kw*						*GE*
WLTV (TV) 1951		Broadcasting Inc. 15 Forsyth St., SW Cypress 6676	(For full information see TELECASTING Yearbook)				
WQXI 1948	790 5,000-D 1,000-N DA-N	Robt. W. Rounsaville Peachtree Rd. at Mathieson Dr., NE Cherokee 2196	MBS Hollingbery	Robt. W. Rounsaville, o Don Mitchell, cm & sm Robt. A. Corley, pd	Elton B. Chick, ce Paul B. Cram, tech d Herb Harris, nd	Guy Tiller, sd Barbara Candler, wd	Cap. UP RCA
WSB 1922	750 50,000	Atlanta Newspapers Inc. 10 Forsyth St., NW Elgin 6711	NBC Petry	J. M. Cox Jr., vp Leonard Reinsch, mng. d. John M. Outler Jr., gm	Frank Gaither, m Elmo Ellis, nd Vincent Piano, pmm	C. F. Daugherty, ce Walter Paschall, nd	Std., Wld. AP, UP WE
WSB-FM *1948*	*Chan. 253 (B)* *98.5mc* *52kw*			*Frank Gaither, cm & pd*	*R. A. Holbrook, asst. ce*		*RCA*
WSB-TV 1948		Atlanta Newspapers Inc. 10 Forsyth St., NW Elgin 6711	(For full information see TELECASTING Yearbook)				
AUGUSTA							
WAUG 1951	1050 250-D	Garden City Bcstg. Co. Bon Air Hotel 3-4441		Melvin Purvis, ptnr. Geo. Nicholson, ptnr. Chester Jones, ptnr.	T. L. Morgan, gm Gordon Anderson, sls. m	Robert White, pd James W. Faulkner, ce	Cap. AP Ray.
WAUG-FM *1952*	*Chan. 289 (B)* *105.7mc* *9.2kw*						*GE*
WBBQ 1947	1340 250	Savannah Valley Bcstg. Co. 515 15th St. 4-5441	MBS, Hickory Hill Net. GALS Walker	Geo. G. Weiss, p John W. Watkins, gm & cm Ed Dunbar, pd	Marvin Tarpley, ce Phil Harison, exec. asst. John Lyon, pmm & nd	Bill Riddle, sd Mickey Watkins, wd	AP G
WGAC 1940	580 5,000-D 1,000-N-DA-N	Twin States Bcstg. Co. 2,2692	ABC Avery-Knodel	A. D. Willard Jr., p & gm Donald MacDonald, vp Martin E. White, lcl, cm	Warren Hites, pd John P. Jopling, ce John L. Barnes, nd	J. W. Chambers, fd Jack Francis, sd Joyce Hayward, wd	Thes. UP RCA
WJBF 1945	1230 250	Georgia-Carolina Bcstg. Co. WJBF Bldg. 4-2421	NBC Hollingbery	J. B. Fuqua, p & gm D. M. Kelly Jr., sm Steve Manderson, cm	Fred Kea, pd & pmm	Ernest Swint, ce	UP Ray.
WRDW 1930	1480 5,000 DA-N	Radio Augusta Inc. Eighth & Broad Sts. 2-8805		Grover C. Maxwell, p Allen M. Woodall, evp Harry L. Jernigan, vp	W. Ray Ringson, gm & pmm M. C. Gregory, cm Richard Warner, pd	Rabun F. Bobo, ce Richard Warner, nd Raymond Culpepper, fd Bob Ruckle, sd	Wld. AP RCA
BAINBRIDGE							
WMGR 1946	1490 250	Decatur Bcstg. Co. 777	MBS, KBS	Thomas R. Hanssen, gm, ce & sd Charles W. Dowdy, cm	Joe Hill, pd Toby Dowdy, pmm	Ray Read Jr., nd Marion Monk, fd	Wld. AP G
BRUNSWICK							
WGIG 1949	1460 1,000 DA-N	Brunswick Bcstg. Corp. 1514 Union St. 2714	ABC GALS McGillvra	Hugh K. Tollison, gm John Lane, cm	John Harmon, pd & sd Herman Lange, ce	Marvin Massey, pmm Caroline Stuckey, wd	Cap. AP G
WMOG 1940	1490 250	Coastal Bcstg. Co. Inc. P. O. Box 572 1500		(Mrs.) Alma King, p			
CAIRO							
WGRA 1950	1300 1,000-D CP: 790	Grady-Mitchell Bcstg. Co. Bainbridge Rd. 439	ABC, KBS, GALS Indie Sales	Ed Stevens, p Jim Honey, gm & cm Sara Crew, pd	Ilmar Strang, ce Mary Ellen Schafer, pmm Glenn Pelham, nd	John Gilmore, sd Mrs. W. T. Schafer, wd	St. UP Col.
CALHOUN							
WCGA (CP)	900 1,000-D	Gordon County Bcstg. Co. P. O. Box 312 West Point, Georgia					
CARROLLTON							
WLBB 1947	1100 250-D	Carroll Bcstg. Co. P. O. Box 116 980 & 981	KBS GALS	Thos. K. Vassy, p & gm Hiram Bray, cm & pmm	Charles M. Angley, pd Chessley Hooper, ce	Dick Pettet, nd	Wld. UP Ray.

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XUM

CARTERSVILLE							
WBHF 1946	1450 1460	W. R. Frier 1200	MBS, KBS	W. R. Frier, p & gm	Martha Sullins, pd	H. E. Bridges, ce	L-W UP G
CEDARTOWN							
WGAA 1941	1340 250	Timm Inc. 777	Dora-Clayton	B. F. J. Timm, p George Lund, gm, cm & pmm	Fred Webb, pd & nd Ken McNaron, ce, fd & sd	Sue Stone, wd	Cap. AP RCA
COLUMBUS							
WDAK 1943	1340 250	Radio Columbus Inc. Martin Bldg. 5447	NBC Headley-Reed	Allen M. Woodall, p Miles H. Ferguson, sm & pmm W. S. Massie, cm	Joe Byars, pd Max F. Harper, ce Bill Henry, nd	Jim Harding, sd Louise Morris, wd	Wld. AP RCA
WGBA 1947	1460 1,000 DA-1	Georgia-Alabama Bcstg. Corp. 1213½ Broadway 3-3603	ABC, MBS Branham	A. H. Chapman, p Walter M. Windsor, gm & pmm Albert H. Haack Jr., asst. m & cm	William L. Gramer, pd William R. Atkinson, ce	Glen Broughman, nd Ralph Burgess, sd June Hardoway, wd	Thes. L-W UP RCA
WGBA-FM *1946*	*Chan. 236 (B)* *95.1mc* *15.5kw*						.... *Col.*
WRBL 1928	1420 5,000 DA-N	Columbus Bcstg. Co. 1350 13th Ave. 2-0601	CBS Hollingbery	J. W. Woodruff Jr., exec. m George A. Gingell, sm & prod. d	B. E. Johnson, cm Ridley Bell, pd & pmm Joseph A. Gamble, ce	George Theeringer, nd & sd Ronnie Evans, fd Nora Brennan, wd	Assoc. UP, INS WE
WRBL-FM *1946*	*Chan. 227 (B)* *93.3mc* *46.2kw*						*GE*
CORDELE							
WMJM 1940	1490 250	Southeastern Bcstg. System 20 Ave. & B St. 666	MBS, KBS, GALS	James S. Rivers, p William E. Blizzard Jr., gm, pmm, sd, fd & wd	Bryant Lane, pd & nd Vernon Cameron, ce	O. G. Cooper Jr., slmn	.... UP RCA
CORNELIA							
WCON (CP)	1450 250	Habersham Bcstg. Co. c/o Herbert B. Kimzey	ABC	Herbert B. Kimzey, p	Jack Bradley, gm, pd & ce John Jacobs Jr., cm		AP G
COVINGTON							
WMOC 1946	1430 1,000-D	The Covington News Inc. 114-122 Pace St. 3401	GALS	A. Belmont Dennis, p W. Thomas Hay, gm Cliff Jenkins, cm & pd	S. G. Turner, pmm, nd & sd Wm. Dickson, ce	Leo Mallard, fd	Wld., SES UP Col.
DALTON							
WBLJ 1940	1230 250	Dalton Bcstg. Corp. 111 S. Pentz St. 1180	MBS, KBS, GALS	H. C. Kenemer, p William B. Davies, gm Olin H. Kenemer, cm	John S. Andrews, ce James I. Clark, nd	Hulon W. Coburn, sd	Thes. UP G

WRDW

AUGUSTA, GA.

Covers

GEORGIA'S 2ND MARKET

(Nation's 92nd!)

★ 208,200 population

★ $137,813,000 RETAIL SALES

All Figures From Sales Management May 10, 1952

WRDW is the station that most Augusta people listen to most in this rich, rapidly growing market that has no television for 160 miles. These thousands of radio listeners are sold on the Hooper-high CBS and local programs of Augusta's first station . . . WRDW.

The Augusta Market is Growing!

It's growing, even as you read this. The increase of nearby Camp Gordon, the AEC's new H-Bomb plant, and many other varied industries and businesses this rich area is attracting have combined to make a pattern of spectacular, permanent growth. Population has increased 111% since January 1, 1948.

The figures tell the Augusta market story:

Population	208,200
Bank Deposits	$341,821,278
Retail Sales	137,813,000
Food	32,312,000
Gen'l. Mdse.	21,450,000
Automotive	25,975,000
Home Furnishings	7,106,000
Drug	3,689,000

Represented by Headley-Reed Co.

WRDW

CBS Radio 5000 Watts

GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, New Service Transmitte
DAWSON							
WDWD 1948	990 1,000-D	Dawson Bcstg. Co. 416	ABC, KBS Indie Sales	Ed Stevens, p W. C. Woodall Jr., gm Owen Parnacott, cm	Mrs. Clyde Wall Jr., pd Joseph Stephens, ce	Wayne Foster, nd & sd Tex Beverly, fd	UP Col.
WDWD-FM *1951*	*Chan. 266 (B)* *101.1mc* *11.6kw*						*RCA*
DECATUR							
WEAS 1947	1010 10,000-D	WEAS Inc. 217 W. Ponce de Leon Ave. Dearborn 2521	Forjoe Stars Inc.	E. D. Rivers Jr., p W. H. Keller Jr., vp & gm Warren Roberts, sm John Barlett, cm	Ned Lukens, pd Les Gradick, Jr., ce Kurt Alexander, nd & sd	Jack Moore, pmm Channing Cope, fd Martha Johnson, wd	INS RCA
WGLS 1949	970 1,000-D	DeKalb Bcstg. Co. Box 403 546 N. McDonough St. Crescent 6471		Guy W. Rutland Sr., p Sam W. Kane, gm Al Ciraldo, cm, pd, pmm & sd	Sam Dillard, act. ce Tom Nolan, nd	Jim Wesley, fd	St. UP G
DOUGLAS							
WDMG 1947	860 1,000-D	WDMG Inc. P. O. Box 590 564	Dora-Clayton	B. F. J. Timm, p Mary M. Jarrard, gm	Edward Lund, pd	Stanley H. Strickland, ce	Wld. UP
DUBLIN							
WMLT 1945	1340 250	Dublin Bcstg. Co. Franklin St. 871	MBS, KBS, GALS Continental	George T. Morris, p W. Newton Morris, gm	(Mrs.) Sarah Orr Williams, cm W. C. Courson, pd	Lawrence L. Henry, Sr., ce	Wld. AP G
EAST POINT							
WTJH 1949	1260 5,000-D	James S. & Doris R. Rivers Dodson Drive Franklin 1473	KBS	James S. Rivers, p William B. Hill, gm Robert V. Rogers, cm	Thomas J. Loe, pd William J. Hill, III, ce	William P. Cooper, pmm Claude Jones, fd	UP Ray.
ELBERTON							
WSGC 1946	1400 250	Elberton Bcstg. Co. Elberton		Melvin C. Gorman, m			
FITZGERALD							
WBHB 1946	1240 250	Ben Hill Bcstg. Corp. 601 W. Roanoke Dr. 2077	MBS, KBS	Otto Griner, p Al H. Evans, gm, cm & pmm	Charles E. Player, ce & pd	Ben Langella, sd	Wld. AP G
FORT VALLEY							
WFPM 1951	1150 1,000-D	Peach Beit Bcstg. Co. Roberta Rd. 84	KBS	Ed Stevens, p Jim Honey, gm Hugh Birdsong, m & sd	Kenneth Flynt, cm Connie Hall, pd & wd Charlie Parrish, ce	Lee Matis, nd Joe Grayson, fd	UP Col.
GAINESVILLE							
WDUN 1949	1400 250	Northeast Ga. Bcstg. Co. 217½ S. Main St. 2341	ABC, GALS Indie Sales	John W. Jacobs Jr., gm Doris Smith, cm	Joe Franklin, pd Les Brooks, ce	Jay Still, nd	Wld. AP GE
WDUN-FM *1949*	*Chan. 280 (A)* *103.9mc* *0.3kw*						
WGGA 1941	1240 250 CP: 550 5,000-D 500 N DA-N	Blue Ridge Bcstg. Co. Times Bldg. 1600	MBS, KBS	Charles Smithgall, p & pmm James E. Bailey, gm & cm Billy Kinsey, pd	Keith Brown, ce James Hartley, prod. m Sylvan Meyer, nd	George Porter, fd Robert Schwab, sd Kay Alford, wd	UP RCA
GRIFFIN							
WKEU 1933	1450 250	Radio Station WKEU P. O. Box 155 Macon Rd. 5507	MBS, KBS	A. W. Marshall Jr., p & gm John J. Wheeler, cm & pmm	James R. O'Donnell, pd	William F. Westmoreland, ce	L-W AP G
WRHT (CP)	1320 1,000-D	Griffin Bcstg. System 9451		R. H. Thompson Sr., p & gm	Jim Ricks, cm	Charles Tucker, ce	Wld. UP G
HARTWELL							
WKLY 1947	980 1,000-D	Louie L. Morris P. O. Box 189 71		Louie L. Morris, p Max G. Pfaender, evp Burch T. Griffin, cm	Joe B. Wilder, asst. m, pmm, nd & fd Broadus McLane, ce	Georg Page, sd Virginia Bailey, wd	Cap., Wld. UP G
HAWKINSVILLE							
WCEH 1952	610 500-D	Tri-County Bcstg. Co. P. O. Box 184		R. T. Ragan, p H. T. Griffin, vp	Dallam R. Jackson, secy.-treas.	Paul E. Reid, gm	Wld. UP G
JESUP							
WBGR 1949	1370 1,000-D	W. Glenn Thomas Sr. P. O. Box 147 2444	KBS, GALS Dora-Clayton	W. Glenn Thomas Sr., p George Thompson, sm, cm & sd	Dennis Brown, pd, pmm & nd Arthur L. Manning, ce	James Clegg, fd (Mrs.) Pansy W. Surrency, wd	Cap. UP Ray.
LaGRANGE							
WLAG 1941	1240 250	LaGrange Bcstg. Co. 305-307 E. Broome St. 3505	MBS, KBS Indie Sales Dora-Clayton	Roy C. Swank, p Edwin Mullinax, gm, cm & sd John Boggess, pd	J. M. McKay, ce Faye Scarborough, pmm & wd	Joe Hawkins, fd Henry East, nd	Wld. UP G
WLAG-FM *1948*	*Chan. 281 (B)* *104.1mc* *2.45kw*						*Assoc.*
WTRP (CP)	620 500-D	Chattahooche Bcstg. Co. Ltd. Hammett Bldg.		Byron H. Hurst, ptnr. & gm Ralph C. Freeman, ptnr. Cecil Crew, ptnr.	J. R. Oglesby, cm & fd Jim Martin, pd & sd Ray Relihan, ce	Frank Cordell, pmm George Pettett, nd Dorothy Johnston, wd	Thes. AP G.

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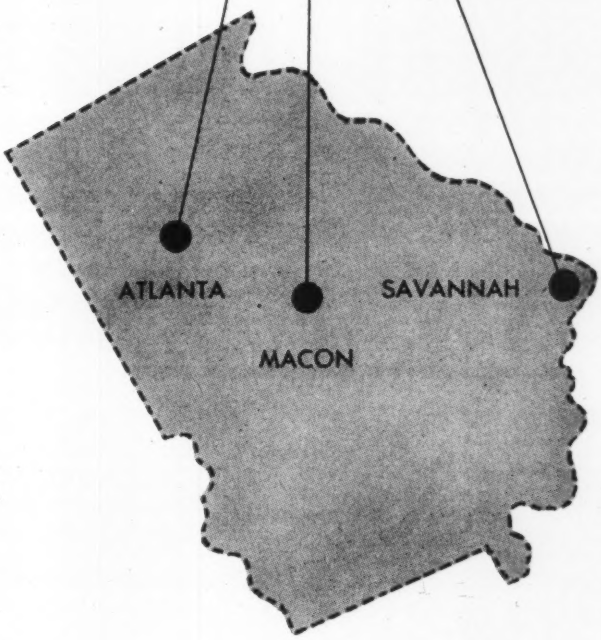
ATLANTA
WAGA
5000w 590kc
CBS
RADIO

ONLY A COMBINATION
OF STATIONS CAN
COVER GEORGIA'S
MAJOR MARKETS

THE GEORGIA TRIO

MACON
WMAZ
10,000w 940kc
CBS RADIO

SAVANNAH
WTOC
5000w 1290kc
CBS RADIO



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GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Li-brary, News Service Transmitter
MACON							
WBML 1940	1240 250	Middle Georgia Bcstg. Co. 230 Second St. 3-5454	NBC	E. G. McKenzie, p Allen M. Woodall, evp E. F. MacLeod, gm	Geo. W. Patton, cm H. S. Goodrich, ce Otis Hughes Jr., nd	Bob Spiller, sd Jacki Dodge, wd	Wld. AP RCA
WBML-FM *1949*	*Chan. 264 (B)* *100.7mc* *15kw*						
WIBB 1948	1280 1,000-D	Peach State Bcstg. Co. Inc. Professional Bldg. 2-2505	Walker	Thomas H. Maxwell, p, gm & ce	Donald C. Frost, cm	Gordon Price, pd	.... UP Ray.
WMAZ 1922	940 10,000 DA-2	Southeastern Bcstg. Co. Bankers Insurance Bldg. 2-7373	CBS Katz	Geo. P. Rankin, p & ce Wilton E. Cobb, gm Frank Crowther, cm & pd	E. G. Pendleton, pmm Albert Sanders, sls. m Ben Chatfield, nd	Herb Johnson, fd Herb Kassner, sd Helen Farmer Popejoy, wd	L-W. UP RCA
WMAZ-FM *1946*	*Chan. 256 (B)* *99.1mc* *18.6kw*						
WNEX 1946	1400 250	Macon Bcstg. Co. Bibb Bldg. 5-3301	ABC, MBS Branham	Edward M. Lowe, p Alfred Lowe, gm Marion Bragg, cm	Billie Edwards, pd Charles A. Walker, ce E. G. Stroberg, bus. m.	Robt. R. Savage, nd & sd Jack Owens, fd Margaret Stephens, wd	Thes. AP ....
WNEX-FM *1948*	*Chan. 245 (B)* *96.9mc* *41kw*						*WE*
MARIETTA							
WFOM 1946	1230 250	Radio Sta. WFOM S. Cobb Dr. 8-3396		Fred B. Wilson, p Albert L. Jones, gm John Williams, cm & nd	Alice Bliss, pd & wd Chuck Strauss, ce	Channing Cope, fd Red Sparks, sd	.... UP Ray.
MILLEDGEVILLE							
WMVG 1946	1450 250	Jere N. Moore 250	MBS, KBS, GALS	Jere N. Moore, p Michael T. Landy, gm	Josephine Ragsdale, pd Robbie O. Hattaway, ce	Bill Bloodworth, nd	Cap. UP G
MOULTRIE							
WMGA 1939	1400 250	John F. Pidcock 999	ABC, KBS, GALS Everett-McKinney	John F. Pidcock, o & gm	Roy F. Zess, cm	Homer Sloan, ce Bob Lenihan, fd	.... UP RCA
NEWNAN							
WCOH 1947	1400 250	Newnan Bcstg. Co. P. O. Box 581 1400	MBS Hunter	D. T. Manget, p James O. Hardin, gm, cm, pd, nd & fd	Walter O. Welch, ce Johnny Brown, sd	Lillian Davis, wd	Wld. AP Col.
WCOH-FM *1952*	*Chan. 244 (B)* *96.7mc* *0.33kw*						*RCA*
ROME							
WLAQ 1947	1410 1,000 DA-N	News Pub. Co. 209 Broad St. 7767	ABC	Mrs. Burgett H. Mooney Sr., p B. H. Mooney Jr., vp James F. Mann, vp	Lee Moury, gm & sd Martha Daniel, cm Dan Scott, ce	Elizabeth Hardin, pd Ivan Hoge, nd Delmas Franklin, fd	Wld. AP ....
WRGA 1929	1470 5,000-DA-N	Rome Bcstg. Corp. 501 Broad St. 2-2411	MBS, KBS Walker, Dora-Clayton	Charles Smithgall, o Mather Payne, p & gm Lamar B. Talley, cm	James Roberts, pd R. A. Starr, ce Cap Hicks, nd	Albert Kirby, fd Cecil Kerce, sd Kitty Alford, wd	L-W UP WH
WRGA-FM *1946*	*Chan. 293 (B)* *106.5mc* *1.15kw*						.... *GE*
WROM 1946	710 1,000-D	Coosa Valley Radio Co. 121½ Broad St. 2-0833	Southern	Dean Covington, p Edward McKay, gm Charles Doss, cm, pd & sd	Thos. Robertson, ce Blair Jessee, prod. m & nd Avery Means, pmm	Clyde Varner, fd Dorothy McKay, wd	.... AP Ray.

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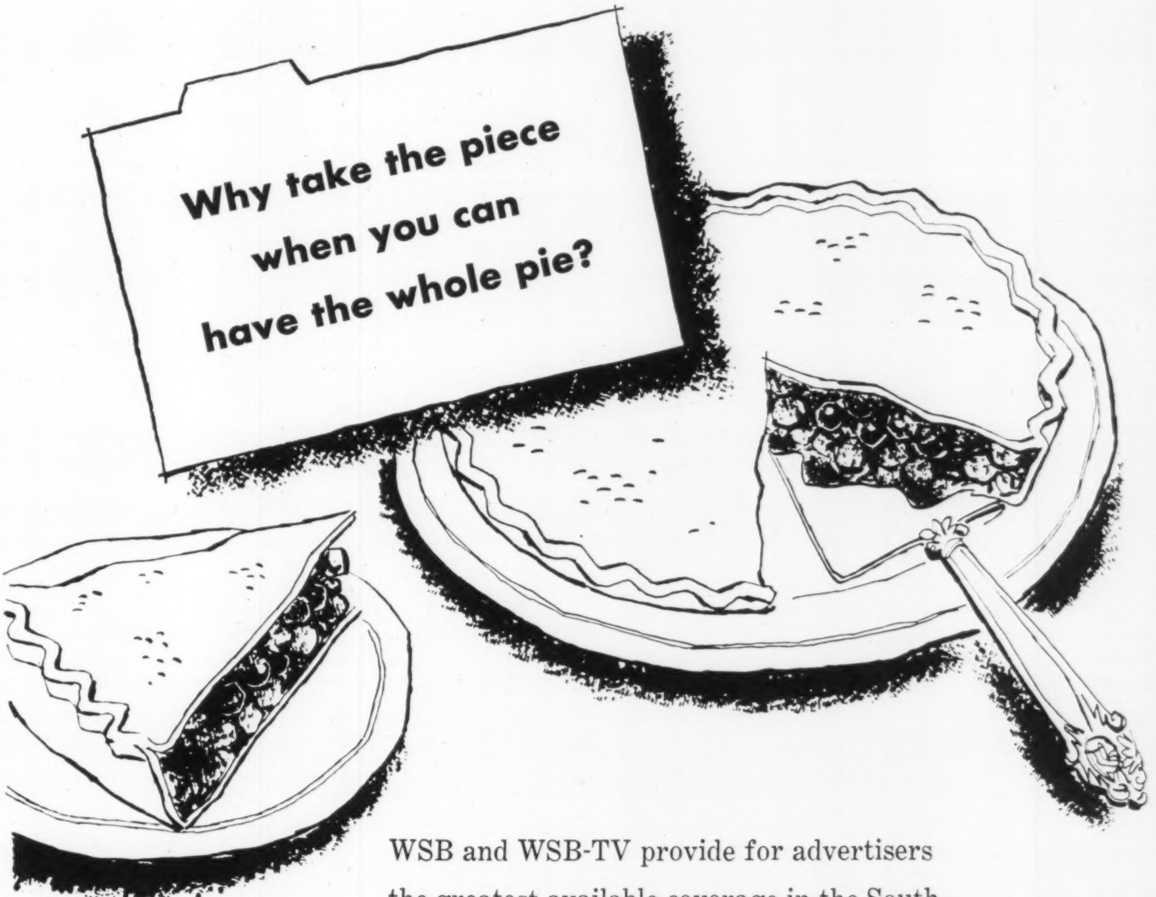
STATION	SHARE OF AUDIENCE
WIBB	**22.0**
STATION "B"	7.4
STATION "C"	14.5
STATION "D"	55.2

Highest rating of any Independent Station in the United States in cities of equal or smaller size, both morning and afternoon, according to Hooper Unaffiliated Stations Index (March - April 1952)

According to HOOPERATINGS for Macon
April, 1952—12 Noon to 6:00 P.M.

Macon **WIBB** Georgia



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GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
SAVANNAH							
WCCP 1946	1450 250	Dixie Bcstg. Co. P. O. Box 943 2-4182	MBS Walker	Carter C. Peterson, p & gm Weldon Herrin, sm & cm William E. Moats, ce	Charles Beresford, pd Charles J. Lipton, sls. pmm Jesse Mooney, publ. d	John Johnson, nd Chuck Ford, fd Al Jennings, sd	St. UP G
WDAR 1946	1400 250	WDAR Inc. 34 E. Bryan St. 3-8807		H. Blair Minick, p & gm			
WFRP 1946	1230 250	Georgia Bcstg. Co. 219 E. Charlton St. 3-9642	ABC, GALS Everett-McKinney Ayers	John F. Pidcock, p, gm & pd John G. Williams, cm & pmm	James M. Wilder, ce & fd Larry Shields, nd	Dick Hull, sd Addine M. Leitch, wd	AP Ray.
WJIV 1950	900 1,000-D	WJIV Inc. 128 W. Taylor St. 47264	Forjoe, Stars	E. D. Rivers Jr., p W. H. Keller Jr., vp Jimmie Woods, gm Abram H. Eisenman, cm	Larry Picus, pd Robert Rivers, ce Frank Freeman, pmm	D. Nisbet Brown, nd Mel Mixon, fd Wm. Palote, sd Beth Angela Watson, wd	AP Ray.
WSAV 1939	630 5,000 DA-N	WSAV Inc. Liberty National Bank Bldg. 3-0234	NBC Blair	Harben Daniel, p & gm Donald K. Jones, cm Robert Shipley, pd & nd	Meredith E. Thompson, ce Susan Perry, pmm Douglas Strohbehn, fd	Dorothy Harris, wd Clarence Garnes, sd	Thes. AP RCA
WSAV-FM *1947*	*Chan. 262 (B)* *100.3mc* *15.5kw*						
WTOC 1929	1290 5,000 DA-N	Savannah Bcstg. Co. 516 Abercorn St. 2-0127	CBS, Ga. Trio Katz	Wm. T. Knight Jr., p, treas. & gm S. P. Driscoll, vp F. Schley Knight, vp	Ben Williams, cm Kyle E. Goodman, ce Dwight J. Bruce, pmm & fd	Wm. D. Randall, nd W. O. King, sd Ruth M. Goodman, wd	L-W UP RCA
WTOC-FM *1946*	*Chan. 247 (B)* *97.3mc* *5kw*						*GE*
STATESBORO							
WWNS 1947	1490 250	Statesboro Bcstg. Co. P. O. Box 146 502	MBS, KBS, GALS	R. H. Thompson Sr., p & gm	Jim Watson, cm, pd, pmm, nd, fd & sd	Charles Tucker, ce Mrs. Ernest Brannen, wd	Wld. UP Ray.
SUMMERVILLE							
WGTA 1950	950 1,000-D	Tri-State Bcstg. Co. Inc. Holland Rd. 296	GALS	E. C. Pesterfield, p & co-o William B. Farrar, co-o secy.-treas., gm	Lawrence Keown, pd & nd	Charles M. Lowry Jr., ce	Cap. UP GE
SWAINSBORO							
WJAT 1950	800 1,000-D	Jack A. & Nancy M. Thompson P. O. Box 371 2011		Jack A. Thompson, gm Jack Wiseley, sm & ce Sal Beaumont, pd	Cliff Hunnicutt, nd Bill Polk, fd	Joe Beaumont, sd Jane Butler, wd	Cap. L-W UP G
WJAT-FM *1951*	*Chan. 269 (A)* *101.7mc* *.97kw*						*Col.*
THOMASTON							
WSFT 1947	1220 250-D	Thomaston Bcstg. Co. P. O. Box 689 2187	MBS, KBS, GALS	J. B. Hardy, p S. J. Carswell, secy.-treas. & gm	C. D. Thames, cm Bill Heaule, pd R. D. Wharton, ce	Jeff Davis, nd & sd Johnny Williams, fd Lillian Turner, wd	Wld. AP GE
THOMASVILLE							
WKTG 1947	730 1,000-D	Southern Bcstg. System Inc. Bank of Thomas Co. Bldg. 1501 & 1502	Clark	W. F. Scott Jr., p & gm L. T. Porter, cm Bruce Singleton, ce	Mrs. Ray Anderson, nd Roger Mansfield, sd	Mary Jean Chalkley, office m	Wld., Thes. AP Ray.
WPAX 1934	1240 250	H. Wimpy 117 Remington Ave. 909		H. Wimpy, p & gm	Al Feinberg, cm	James Poole, ce	Cap. UP G
THOMSON							
WTWA 1948	1240 250	Hickory Hill Bcstg. Co. Inc. 215 Lumpkin St. 777	MBS, KBS Hickory Hill	Edgar Kobak, o Edgar H. Kobak, gm cm, pd, pmm, nd, fd & sd	Edward W. Williams Jr., ce	Joyce Hayward, wd	Wld. UP RCA
TIFTON							
WWGS 1947	1340 250	Tifton Bcstg. Corp. Graham Bldg. 921	MBS, GALS Clark	W. A. Graham, p James E. Graham, vp, gm & cm	Carl Wendel, asst. m Ed Pebbles, pd	Wendell C. Roberts, ce	Cap. UP WE
TOCCOA							
WLET 1941	1420 1,000-D	R. G. LeTourneau 423 Prather Bridge Rd. 544	MBS, KBS Clark	R. G. LeTourneau, p Virgle E. Craig, gm	Roy E. Gaines, cm & nd	C. H. Sutton, ce Charles Gaines, pd, pmm & sd	Thes. UP GE
WLET-FM *1948*	*Chan. 291 (B)* *106.1mc* *7.3kw*						
VALDOSTA							
WGAF 1951	910 5,000 DA-N	Valdosta Bcstg. Co. 116 W. Hill Ave. 910	ABC Pearson	George B. Cook, p & gm N. U. Peiler, ce	Betty McCraney, nd Ernest Green, fd	Willard Belote, sd Anne McKay, wd	Thes. AP WH
WGOV 1940	950 5,000-D 1,000-N-DA-2	WGOV Inc. Daniel-Ashley Hotel 1420	MBS Forjoe, Stars	E..D. Rivers Jr., p William H. Keller Jr., vp A. B. Smith, gm & cm	Jack Jackson, pd Lester Q. Hall, ce Vince Randolph, pmm & sd	Ben Porter, nd Betty Friis, wd Channing Cope, fd	UP Ray.
WGOV-FM *1948*	*Chan. 223 (B)* *92.5mc* *7kw*						

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XUM

VIDALIA

WVOP 1946	970 1,000-D	Vidalia Bcstg. Co. P. O. Box 391 327	MBS, KBS Continental	H. Cleveland Gilreath, bus. m, gm & cm Bob Smith, pd	Loren Dorough, ce Baxter Morris, pmm & fd R. E. Ledford, nd	Ruby Bryant, office m & wd Charles Rollison, sd	.... UP Ray.

WAYCROSS

WACL 1951	570 1,000-D	Teletronics Inc. Memorial Dr. 3068	Southeastern	James S. Rivers, p & gm Robert C. Lay, m J. Lamar Goldwire, cm	Lloyd E. McKinney, ce Paul T. Hayes, nd Ken Rogers, mus. d	Robert R. MacKey, sd Nell Bates Penland, wd	L-W AP Col.
WAYX 1936	1230 250	Jack Williams 1600 Carswell Ave. 965	MBS, KBS, GALS Holman	Jack Williams, o John J. Tobola, m & cm Charles Witt, pd	Curtis Frazier, ce Betty Davis, pmm Dean Bragg, nd	Malcolm Thomas, fd Tommy Edwards, sd Geraldine Fields, wd	Wld., Cap. UP RCA

WEST POINT

WRLD 1944	1490 250	(See Lanett, Ala. listing)					
WRLD-FM *1948*	*Chan. 275 (B)* *102.9mc* *10.2kw*	*(See Lanett, Ala. listing)*					

WINDER

WIMO 1952	1300 1,000-D	Winder-Monroe Bcstg. Co. 4831		W. C. Woodall Jr., p C. H. Grider, gm & cm	R. A. Jones, pd, pmm & nd W. R. Powell, ce & sd	Betty Jo Beckman, wd	.... UP G

IDAHO

BLACKFOOT

KBLI 1951	1490 250	William I. Palmer Yellowstone Highway 780	....	William I. Palmer, p Carl A. Winther, gm Reed Monson, cm & sd	Evangeline R. Winther, pd & wd	Donald Clark, ce	.... AP WE

BOISE

KDSH 1947	950 5,000 DA-N	Boise Valley Broadcasters Inc. 311 N. 10th St. 3-2511	CBS, Beehive Free & Peters	Westerman Whillock, p & gm Earl Glade Jr., cm, pd & pmm	James A. Johntz, Jr., ce Charles Platt, nd Bill Gratton, fd	Al Bodney, sd Anne Schofield, wd	L-W UP WH
KGEM 1946	1140 10,000 DA-1	Idaho Bcstg. & TV. Co. 5601 Cassia 4-3511	ABC, KBS Hollingbery	Frank C. Carman, p Milo J. Petersen, gm Lou Clemens, cm	Del Lundbom, pd Manson McClure, ce Harold Ford, pmm	Bill Taylor, nd Don Bish, fd Ted Randall, sd	Wld. UP ....
KIDO 1928	630 5,000 DA-2	KIDO, Inc. Chamber of Commerce Bldg. 709 Idaho St. 2-4611	NBC Blair	Georgia M. Davidson, p Walter E. Wagstaff, vp & gm	Hugh Shelley, cm Jack Link, pd, pmm & fd	Harold Toedtemeier, ce Wiff Janssen, nd & sd	Thes. UP RCA
KIDO-TV (CP)		KIDO Inc.		(For full information see TELECASTING Yearbook)			

BURLEY

KBIO 1948	1230 250	KBIO Inc. P.O. Box 461 10	ABC, Rocky Mt. Cooke	Jessica L. Longston, p K. Clark, gm, nd & fd	George MacDonald, cm & sd Roy A. Lamont, pd & pmm	Donald R. Lockwood, ce Mitzie Grasteit, wd	Wld. UP WE

CALDWELL

KCID 1947	1490 250	Caldwell Bcstg. Co. Inc. P.O. Box 1052 9-7444	....	Clair B. Hull, p, cm, pmm & fd	F. H. Booton, gm, pd & nd Dick Lewis, ce	Don Quigley, sd Martha Hull, wd	.... UP RCA

COEUR D'ALENE

KVNI 1946	1240 250	Coeur d'Alene Bcstg. Co. Blackwell Island 1250	MBS Wash.-Idaho	Burl C. Hagadone, p & gm Wayne E. Olsen, sm & cm	Bernard V. Merriman, pd, pmm, nd & fd Vince Hoffart, ce	Bob Hough, sd Barbara Earin, wd	Cap. .... RCA

IDAHO FALLS

KID 1928	590 5,000-D 1,000-N DA-N	Idaho Radio Corp. Corner Park & C Sts. 4	CBS Bonneville	A. W. Schweider, p C. N. Layne, gm Leonard Wasden, cm	Roy Southwick, pd & pmm Carroll Secrist, ce	Claude Cain, sd	.... UP RCA
KIFI 1946	1400 250	Eastern Idaho Bcstg. & TV Co. P.O. 581 N. Yellowstone Hwy. 1054	ABC, MBS Intermountain Avery-Knodel	J. M. Brady, p & gm John Taylor, sm Hal Simmons, pd & nd	George Stone, ce Wayne Davis, pmm & fd	Keith Clarke, sd Lynn Lee, wd	St. AP G.

LEWISTON

KLER (CP)	740 250-D	Cole E. Wylie					
KRLC 1935	1350 1,000 DA-N	H. E. Studebaker Lewis-Clark Hotel 3-1551	MBS Don Lee Weed	H. E. Studebaker, p Donald A. Thomas, gm	A. Thomas Decker, asst. m. William Dodel, pd Gene Wilson, ce	Jack Clifford, nd Al Wallace, sd Ann Tussing, wd	Thes., Assoc. UP RCA

MOSCOW

KRPL 1947	1400 250	Interstate Radio, Inc. P.O. Box 396 2283	KBS Interstate Biddick	T. R. Farrier, p Bert McAllister, gm W. L. Hopkins, cm	H. D. Young, ce Gale Mix, sd	Ruth McAllister, wd	SES. AP ....

NAMPA

KFXD 1930	580 5,000 DA-I	Frank E. Hurt & Son Inc. Box 891 6-4611	MBS, Intermountain Avery-Knodel	Edward P. Hurt, p & gm E. E. Coleman, vp	Doyle H. Cain, cm & sd Shirl Black, pd	Gilbert M. Rose, ce	Cap. AP G.

IDAHO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, New Service Transmitte
POCATELLO							
KJRL 1946	1240 250	Radio & Television Bcstg. Co. of Idaho 1140 Yellowstone Ave. 1240	CBS, Beehive Western Radio Sales Moore	Burl C. Hagadone, p & gm Roger L. Hagadone, sm, cm & pmm	Dick Wright, pd Julian Dennis, ce Bob Paulos, nd	Vinc Anselmo, sd Jo Overpeck, wd	Cap. .... Col.
KSEI 1926	930 5,000 DA-N	Radio Service Corp. Hotel Whitman P.O. Box 31 4000	NBC Weed	O. P. Soule, p Henry H. Fletcher, gm & cm	Ruthe A. Fletcher, pd & wd Ellis W. Call, ce	Olive M. Leeney, pmm Jim Tyne, nd, fd & sd	St., L-W, Thes. UP RCA
KSEI-FM *1947*	*Chan. 243 (B)* *96.5 mc* *1.8 kw*						
KWIK 1946	1440 1,000 DA-1	Eastern Idaho Bcstg. & Television Co. Bannock Hotel 3400	ABC, MBS, Intermountain Avery-Knodel	James M. Brady, p Charles Crabtree, gm Don W. Burden, cm	Earl Bingham, pd & pmm Del Williams, ce Dave Thomas, nd	Steve Shepard, sd Norma Adamson, wd	Wld. AP ....
PRESTON							
KPST 1948	1340 250	Voice of the Rockies, Inc. P.O. Box 192 600	KBS	R. Leon Smith, p Rulon Dunn, gm	M. S. Stocking, cm & wd D. A. Nash Jr., ce & sd	Leo Hawkes, treas.	Assoc. .... Col.
REXBURG							
KRXK 1951	1230 250	Snake River Radio & TV Co. Inc. 455 S. 2nd St. E. P.O. Box 301 700	....	Dr. M. F. Rigby, p Howard R. Chapman, gm & ce	Merrill L. Skinner, cm & sd James G. Clawson, pd	Doris Chapman, wd	Cap., Thes. AP G.
KRXK-FM *1951*	*Chan. 229 (B)* *93.7 mc* *16.5 kw*						
SANDPOINT							
KSPT 1949	1400 250	Bauer Bcstg. Co. Sandpoint 555	KBS Biddick	Norman E. Bauer, p, gm, cm & sd	Bill Banks, pd & nd Wm. R. Frey, ce & fd	Ione Bauer, pmm & wd	St. UP WE
TWIN FALLS							
KEEP 1946	1450 250	Radio Sales Corp. P.O. Box 511 3002	CBS Bonneville	Arch L. Madsen, co-o D. Spencer Grow, co-o George Nickson, vp & gm	Paul Droubay, pd pmm & nd Eugene Larson, ce Holly Houfburg, fd	Don Miller, sd Sandra Salmon, wd	Wld. UP Col.
KLIX 1946	1310 1,000 DA-2	So. Idaho Bcstg. & TV Co. Elizabeth Blvd. 2820	ABC, MBS Avery-Knodel Moore	Frank C. McIntyre, vp & gm Juneau H. Shinn, cm Donald K. Allen, pd	Lloyd James, ce Robert Weggeland, pmm Bob Brashear, nd	Holland Houfburg, fd Joe Clements, sd Mary Lee Seidner, wd	.... AP ....
KTFI 1928	1270 5,000-LS 1,000-N	Radio Bcstg. Corp. 241 Main Ave. W. 2400	NBC Weed Keating	O. P. Soule, p Florence M. Gardner, gm Kenneth W. Montgomery, cm	Lenore Parker, pd & pmm Marvin Hartley, ce	Bonnie Baird, nd Fred Maltz, sd	L-W, St. UP RCA
KTFI-FM *1947*	*Ch. 259 (B)* *99.7 mc* *3 kw*						
WALLACE (Kellogg)							
KWAL 1938	620 1,000 DA-N	Silver Bcstg. Co. Box 930, Wallace, Ida. 8-2111	MBS Holman	Dr. J. R. Binyon, p R. G. Binyon, gm & pmm	George Shreve, cm, nd & sd Camille Binyon, pd	Bert Daugherty, ce J. Cantrell, fd & wd	Wld. AP GE
WEISER							
KWEI 1948	1240 250	Inland Bcstg. Co. Box 791 700	KBS	Frank S. Gwilliam, p Mervin V. Ling, gm & fd	Rosann Gibbs, pd & wd Ed C. Miller, ce & nd	S. B. Hale, sd	Cap. AP WE

ILLINOIS

ALTON							
WOKZ 1948	1570 1,000-D	WOKZ Inc. Hotel Stratford 35506	Sears & Ayer	Edward A. Wheeler, p Wm. R. Tedrick, gm & cm Clyde Wiseman, pd & sd	Cletus L. Kennedy, ce Allan Riehl, pmm & nd	Fern Randall, wd	St. UP Col.
WOKZ-FM *1948*	*Ch. 260 (B)* *99.9mc* *9.1kw*						
AURORA							
WMRO 1938	1280 250-D	Martin R. O'Brien 184 S. River St. 4215		Martin O'Brien, o & m Vincent G. Cofey, cm J. M. Doran, pd	John R. Kitner, ce Jim O'Brien, pmm & nd Bill Randalls, fd	Bob Lauer, sd	L-W INS RCA
AVA							
WAVA 1951	1580 250-D	Leonard M. & Leonard F. Johnson P. O. Box 18 3311		Leonard M. Johnson, gm, cm Leonard F. Johnson, pd & fd	Julian Emlen, ce Art Smith, sd Phil Richardson, nd	Raymond J. Steele, pmm Catherine Johnson, wd	SES. UP G
BELLEVILLE							
WIBV 1947	1060 250-D	Belleville Bcstg. Co. 2100 W. Main St. 5000	Holman	John Lewis, p Paul O. Godt, gm Clarence Keller, cm & pmm	William Bailey, pd Marvin Moelrring, ce Robert Husky, nd	Ted Beinert, fd Gene Hogan, sd	.... AP G
WTVI (TV) (CP)		Signal Hill Telecasting Corp.	(For full information see TELECASTING Yearbook)				

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XUM

BLOOMINGTON

WJBC 1924	1230 250	Bloomington Bcstg. Corp. 209 E. Washington St. 5281	ABC Rambeau	Loring C. Merwin, p Warner C. Tidemann, gm Harry B. Swift, cm	John R. Carden, pd Fred L. Bailey, ce Joseph M. Bunting, secy.-treas.	Keith Bright, nd Gus Grebe, sd	Thes., Wld. UP RCA
WJBC-FM *1947*	*Ch. 268 (B)* *101.5mc* *15.5kw*						

CAIRO

WKRO 1942	1490 250	Oscar C. Hirsch P. O. Box 311 1490	MBS Pearson	Oscar C. Hirsch, p	Merrill C. Currier, gm & cm	E. Sandow Myers, nd	.... Col.

CANTON

WBYS 1947	1560 250-D	Fulton Co. Bcstg. Co. E. Linn Limits 1877	KBS	H. R. Winsor, p	Dale S. Phares, evp & o		Wld. AP G
WBYS-FM *1948*	*Chan. 265 (A)* *100.9mc* *0.65kw*						

CARBONDALE

WCIL 1946	1020 1,000-D	So. Illinois Bcstg. 219 W. Main St. 167		Paul F. McRoy, p, gm, pd & ce Walter C. Schafer, cm Bob Veach, nd	Roy Freeman, fd Ralph Wain, sd	Betty Caraway, wd	Thes. AP Col.

CARMI

WROY 1948	1460 1,000-D	Carmi Bcstg. Co. 101 S. Walnut St. 4161	KBS Sears & Ayer	Roy Clippinger, p Roderick W. Cartier, gm	Bill Baker, pd & fd Gene McLin, ce Dick Berry, nd	Ellen Fernandes, wd	L-W, SES. UP Col.
WROY-FM *1950*	*Ch. 247 (B)* *97.3mc* *11kw*						

CARTHAGE

WCAZ 1921	990 1,000-D	Superior Bcstg. Service 502 Wabash Ave. 520		Zola N. Compton, p			

CENTRALIA

WCNT 1946	1210 1,000-D	Southern Ill. Bcstg. Corp. 5151	KBS	C. W. Rodgers, p Merle G. Rogers, gm & cm Ken Scott, pd	Dwight R. North, ce Jack K. Holt, nd Bill O'Donnell, sd	Shirley Bieser, wd	St. UP G
WCNT-FM *1948*	*Ch. 243 (B)* *96.5mc* *3kw*						

CHAMPAIGN

WDWS 1937	1400 250	Champaign News Gazette Inc. 48 Main St. 61855	CBS Meeker	Helen M. Stevick, p J. A. McDermott, gm	Marc Howard, sm	Robert Schenke, ce	Wld. UP GE
WDWS-FM *1949*	*Ch. 248 (B)* *97.5mc* *27kw*						

CHICAGO

WAAF 1922	950 1,000-D	Corn Belt Publishers Inc. (Drovers Journal Division) LaSalle-Wacker Bldg. Randolph 61932	Burn-Smith	Ward A. Neff, p W. E. Hutchinson, gm Thomas L. Davis, cm	Bill Bauer, pd Carl W. Ulrich, ce Donald Cronberg, pmm	Dick Winters, nd Ray Grandle, sd Margaret M. LeBeau, wd	St. UP RCA
WAAF-FM *1950*	*Ch. 230 (B)* *93.9mc* *28kw*						
WAIT 1941	820 5,000-D	Radio Station WAIT 75 E. Wacker Dr. Franklin 20660	Young	Gene T. Dyer, p	Earl Withrow, gm	E. W. Jacker, ce	St. UP ....
WBBM 1923	780 50,000	Columbia Bcstg. System Inc. 410 N. Michigan Ave. Whitehall 4-6000	CBS CBS Radio Spot Sales	Frank Stanton, p CBS H. Leslie Atlass, vp & gm E. H. Shomo, asst. gm & slm. Kenneth B. Craig, exec. asst. to gm C. Gilman Johnston, cm	Al Bland, pd C. W. Doebler, pmm J. F. Novy, ce	Julian Bentley, nd Harry Campbell, fd John Harrington, sd	Assoc. AP, UP WH
WBBM-FM *1940*	*Chan. 246 (B)* *97.1mc* *13kw*						
WBIK (FM) *1947*	*Chan. 242 (B)* *96.3mc* *19.1kw*	*Balaban & Katz Corp.* *190 N. State St.* *Randolph 6-8210*		*John H. Mitchell, gm*	*Harry Coons, pd*	*Bill Kusak, ce*	*GE*

Springfield, IllinoiS

WCVS AND WCVS-FM

SPRINGFIELD'S *FIRST* IN PROMOTION AND MERCHANDISING

(Proven by 8 National Contest Awards)

Affiliated with ABC and MBS ❖ **Sears & Ayer - Nat'l. Reps.**

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, New Service Transmitt
CHICAGO—(Cont'd)							
WBKB (TV) 1943		Balaban & Katz Corp. 190 N. State St. Randolph 6-8210	(For full information see TELECASTING Yearbook)				
WCBD 1947	820 5,000-SH	(See Zion listing)					
WCFL 1926	1,000 50,000 DA-2	Chicago Fed. of Labor 666 Lake Shore Dr. Mohawk 4-2400	ABC Bolling	Arthur R. Harre, p & gm Marty Hogan, cm	Robert Platt, pd Charles E. Willett, ce	Victor Barnes, nd Joe Boland, sd	St. UP RCA
WCRW *1926*	1240 100-SH	Clinton R. White 2756 Pine Grove Ave. Eastgate 7-6860		Clinton R. White, o & ce	J. A. White, gm	Vince Garrity, sd	
WEDC 1926	1240 250 SH	Emil Denemark, Inc. 3860 W. Ogden Ave. Crawford 74100		Emil Denemark, p Frank J. Kotnour, gm & cm Bill Mack, pd, pmm, nd & fd	Ansel Wayne Smith, ce Dick Harley, sd	Nina Czuwara, wd	.... UP RCA
**WEFM (FM) 1940*	*Ch. 258(B) 99.5 mc 30kw*	*Zenith Radio Corp. 6001 Dickens Ave. Berkshire 7-7500*		*Cmndr. E. M. McDonald Jr., p Ted Leitzell, gm*	*Violet Kmety, pd Ross Utter, ce*		*SES, The .... Zenith*
WENR 1923	890 50,000 ST-WLS	American Bcstg. Co. Inc. 20 N. Wacker Dr. Andover 3-0800	ABC Blair, Petry	John Norton, gm Edward J. Lynch, sm Burr Lee, pd	Jim Duffy, pmm Ed Horstman, ce	Con O'Dea, nd & sd	.... AP, UP RCA
WENR-FM 1948	*Chan. 234 (B) 94.7mc 25kw*						
WENR-TV 1948		American Bcstg. Co. Inc. 20 N. Wacker Dr. Andover 3-0800	(For full information see TELECASTING Yearbook)				
**WFJL (FM) 1949*	*Ch. 226 (B) 93.1mc 29kw*	*Lewis College of Science & Tech. 75 E. Wacker Dr. Financial 6-2121*		*Most Rev. B. J. Sheil, D.D., p*	*Jerry Keefe, gm & pd*	*Dave Levine, ce*	.... *UP, AP GE*
WFMT (FM) 1951	*Chan. 290 (B) 105.9mc 25kw*	*Gale Bcstg. Inc. 4000 Washington Blvd. Nevada 2-2240*		*Bernard Jacobs, p & o*	*Rita Jacobs, pd*		.... *GE*
WGES 1924	1390 5,000 DA-2	Radio Station WGES 2708 Washington Blvd. Sacramento 2-1700		John A. Dyer, gm Elizabeth M. Hinzman, cm Herbert Rudolph, pd	William A. Shunk, ce	K. P. Freda, pmm	Assoc. UP WE
WGN 1924	720 50,000	WGN Inc. 441 N. Michigan Ave. Superior 7-0100	MBS Hollingbery	Col. Robt. R. McCormick, p Frank P. Schreiber, gm Wm. A. McGuineas, cm	Bruce Dennis, pd Carl J. Meyers, d of engrg. Charles A. Wilson, sls prom mgr.	Robert F. Hurleigh, nd Norman Kraeft, fd Jack Brickhouse, sd	St. AP, UP ....

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WGN

Radio reaches and sells more people at far lower cost than any other medium.

WGN

. . . and WGN reaches more homes per week than any other Chicago station* . . . one reason why more grocery and drug advertisers buy WGN than any other major station in the second largest market in the nation!

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A Clear Channel Station . . .
Serving the Middle West
MBS

WGN

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Illinois
50,000 Watts
720
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Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston

Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

XUM

WMAQ

Master Sales Station

Again and again, happy WMAQ clients report sales increases for their products and services through advertising on Chicago's master radio station. One of the more recent of these is Mr. Irvin Swartzberg, president of the REALEMON-PURITAN COMPANY of Chicago, who credits much of the 187 per cent increase in REALEMON sales during summer 1952 over summer 1951 to sponsorship of the GEORGE STONE-NEWS program on WMAQ.

Mr. Swartzberg says:

> *"It should be interesting for you to know that at the close of our summer season, when we terminated practically all other radio and TV commitments because of our temporary lack of raw fruit, the George Stone WMAQ Show was . . . continued, because we felt it had been doing such a good job in this market.*
>
> *"The many favorable comments which we constantly receive from our customers and friends has made us feel that this is one of the best liked and most listened to news shows in Chicago radio."*

Yes, Some Spots Are Better Than Others

and in Chicago radio those spots are on...

NBC RADIO

REPRESENTED BY NBC SPOT SALES

WMAQ
CHICAGO

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Li- brary, New Service Transmitte
CHICAGO (Cont'd)							
WGNB(FM) *1941*	*Ch. 254 (B)* *98.7mc* *35kw*	*(WGN, AM affiliate)*					
WGN-TV 1948		WGN Inc. 441 N. Michigan Ave. Superior 7-0100	(For full information see TELECASTING Yearbook)				
WHFC 1926	1450 250	WHFC Inc. 3350 S. Kedizie Townhall 3-6305					
WEHS(FM) *1941*	*Chan. 250 (A)* *99.7mc* *21kw*	*(WHFC, AM affiliate)*					
WIND 1927	560 5,000 DA-2	Johnson-Kennedy Radio Corp. 400 N. Michigan Ave. Whitehall 4-2170		Ralph L. Atlass, p & gm John T. Carey, cm H. Leslie Atlass, Jr., pd	Kenneth C. Shirk, ce Walter L. Rubens, Jr., pmm Bennet O. Scott, loc. slm	James Dale, nd Bert Wilson, sd	St. AP, UP RCA
WJJD 1934	1160 50,000 DA-1 L-KSL	WJJD Inc. 230 N. Michigan State 2-5466	Avery-Knodel	Marshall Field, p Frederick G. Harm, gm Robert W. Ward, cm	Peter Moon, pd Walter F. Myers, ce Richard McNeeley, pmm & nd	Burt Sherwood, fd Bob Elson, sd Rosemary Wayne, wd	Thes., Wld St., Cap. UP RCA
WFMF (FM) *1947*	*Ch. 262 (A)* *100.3mc* *33kw*	*(WJJD, AM affiliate)*					*WH*
WLS 1924	890 50,000 ST-WENR	Agricultural Bcstg. Co. 1230 W. Washington Blvd. Monroe 6-9700	ABC Blair	James E. Edwards, p Glenn Snyder, gm Charles M. Freeman, cm	Harold Safford, pd & nd Thomas Rowe, ce Warren W. Middleton, pmm	Arthur C. Page, fd	St. AP, UP RCA
WMAQ 1922	670 50,000	National Bcstg. Co. Merchandise Mart. Superior 7-8300	NBC NBC Spot Sales	Joseph H. McConnell, [NBC] p Harry C. Kopf, vp & gm Rudi Neubauer, slm	Homer Heck, prog. m Howard C. Luttgens, ce John M. Keys, pmm	William Ray, nd Everett Mitchell, fd John Erp, sd	Thes. AP, UP, INS WH
WMAQ-FM *1948*	*Ch. 266 (B)* *101.1mc* *24kw*						*RCA*
*WMBI 1926	1110 5,000-D	The Moody Bible Institute of Chicago 153 Institute Pl. Michigan 2-1570		H. C. Crowell, evp R. L. Constable, gm Robert H. Parsons, pd	A. P. Frye, ce John Raymond, pmm	Walter Carlson, nd Mrs. Frances Youngren, wd	Wld. UP RCA
WMBI *1949*	*Ch. 238 (A)* *95.5mc* *42kw*						
WNBQ (TV) 1948		National Bcstg. Co. Merchandise Mart Superior 7-8300	(For full information see TELECASTING Yearbook)				
WSBC 1925	1240 250-SH	Radio Station WSBC 2400 W. Madison St. Monroe 6-9060	Forjoe	Robert O. Miller, gm & pd	Julius Miller, cm	Mary V. Baker, wd	SES. UP
CHICAGO HEIGHTS							
WCHI(FM) *1950*	*Ch. 240 (A)* *95.9mc* *0.255kw*	*C. H. Bcstg. Co.* *164 E. 23 St.* *Skyline 5-7448*		*Anthony Santucci, p, gm & ce*	*Henry Bruns, cm & pd*		*GE*
CLINTON							
WHOW 1947	1520 1,000-D	Cornbelt Bcstg. Co. 401½ S. Side Square 305	Abe Lincoln Network Holman	F. R. Livesay, p Rolland O. Looper, vp, gm & ce Jim Williams, cm	Frank Jennings, secy.-treas. & pd Bill Ward, nd & sd	John Barton, fd	RCA
DANVILLE							
WDAN 1938	1490 250	Northwestern Pub. Co. 1500 N. Washington Ave. 1700	CBS Everett-McKinney	Robert J. Burow, gm, cm & pmm Honore E. Ronan, pd, wd & nd	T. G. Magin, ce	Max Shaffer, fd & sd	Thes. AP RCA
WDAN-TV (CP)		Northwestern Pub. Co 1500 N. Washington Ave. 1700	(For full information see TELECASTING Yearbook)				
DECATUR							
WDZ 1921	1050 1,000-D	WDZ Bcstg. Co. 265 S. Park St. 3-9744	Free & Peters	Charles C. Caley, p Frank C. Schroeder, Jr., gm Howard G. Bill, cm	William F. Miller, pd A. James Ebel, ce Wick Evans, nd	Jack Wood, fd Mike Siman, sd Julia Boughter, wd	Wld., The UP G

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WROK
at the TOP in ILLINOIS

NOW OVER 100,000 POPULATION*

ROCKFORD, ILLINOIS

Home of More Than 400 Manufacturing Plants
best test city in the mid-west

A SINGLE STATION MARKET

*Special census (Nov. 1952) reports 104,453 population

FOR DETAILS — ASK H-R REPS., INC., — OR CALL, WIRE OR WRITE — BETTY THRO — WROK

WSOY 1925	1340 250	Ill. Bcstg. Co. Rt. 48 at N. Jasper St. 5371	CBS Weed	F. W. Schaub, p Merrill Lindsay, gm Charles F. Bruce, cm & pmm	Jay H. Giles, pd & sd Allan Doyle, ce Al Rowe, nd	Jack Carson, fd Carol Tuschhoff, wd	L-W, Cap. AP G
WSOY-FM *1946*	*Ch. 271 (B)* *102.1mc* *31.2kw*						………. ………. *RCA*
WTVP (TV) (CP)		Prairie TV Co. 250 N. Water St.	(For full information see TELECASTING Yearbook)				
EKALB							
WLBK 1947	1360 500-D	DeKalb Radio Studios Inc. 153½ N. 3rd St. 2677		George Spitz, p R. C. Brown, gm & fd Ted Beauchamp, pd	Robert Senne, ce Don Ulery, sd	Lois Montgomery Still, wd	Cap. AP ……….
IXON							
WSDR 1949	1240 100	(See Sterling listing)					
AST ST. LOUIS							
WTMV 1935	1490 250	On the Air Inc. Hotel Broadview 5th & Broadway Upton 4-4390	Sears & Ayer	Frank J. Prendergast, gm & cm Elmer Willrich, slm	Dan Stengel, pd Erle White, ce Edwin League, bus. m	Gene Clayton, nd Neil Norman, sd	SES. UP RCA
WTMV-FM *1949*	*Ch. 273 (B)* *102.5mc* *55kw*						
FFINGHAM							
WCRA 1947	1090 250-D	Effingham Bcstg. Co. 110 N. Banker St. 1090	KBS	Joseph McNaughton, p Jack Armel, gm, cm, pmm & fd Curt Bradly, pd	Geo. Kregotis, ce	Zona B. Davis, nd	Cap. UP G
LGIN							
WRMN 1949	1410 500-D	Elgin Bcstg. Co. 157 Division St. 7700 & 7701	McGillvra	Joseph McNaughton, p & gm Dick Sutter, cm George J. Merker, pd, ce & fd	Phyllis Warner, nd Dave Nelson, sd	Fern Samples, wd	L-W UP ……….
LMWOOD PARK							
WLEY(FM) *1947*	*Chan. 296 (A)* *107.1mc* *0.95kw*	*Elmwood Park Bcstg.* *2526 N. Harlem Ave.* *Tuxedo 9-1133*		*Zeb Zarneck, p & gm* *Bob Brandt, cm*	*Walter Corvine, pd* *John L. Lopatha, ce*	*Tony Rosso, asst. pd*	*SES* ………. *GE*
VANSTON							
WEAW(FM) *1947*	*Ch. 286 (B)* *105.1mc* *36kw*	*Northshore Bcstg. Co.* *2425 Main* *University 4-4606 & Ambassador 2-1128* *(WOKZ Alton, Ill., AM affiliate)*	*Sears & Ayer*	*Edw. A. Wheeler, p, gm & cm*	*Jeanne Bertrand, pd*	*Jack Buckley, ce*	*Wld.* ………. *Col.*
WNMP 1947	1590 1,000-D	Evanston Bcstg. Co. 2201 Oakton St. Greenleaf 5-1590		Fred S. Newton, p Angus D. Pfaff, gm & cm	Albert Griffin, ce	Lee P. Mehlig, pdm	Cap. INS ……….
REEPORT							
WFJS(FM) *(CP)*	*Chan. 273* *102.5mc* *9kw*	*Stephenson Corp.* *217 W. Exchange*					
WFRL 1947	1570 1,000-D	Freeport Bcstg. Co. 9 N. Chicago Ave. State 436 & 437	Sears & Ayer	Vincent S. Barker, p, gm & ce	Dave Taylor, cm	Ralph Reynolds, pd	………. AP ……….
ALESBURG							
WGIL 1936	1400 250	Galesburg Bcstg. Co. Hill Arcade Bldg. 4626	Midwest Rambeau	Mrs. O. N. Custer, p Robert W. Frudeger, gm Roger L. Hoffman, cm	Cy Nelson, pd Howard Frederick, ce George F. Thoma, dir. of advtng.	William Reitman, nd Arnold Kemp, fd	Cap. AP Col.
ARRISBURG							
WEBQ 1923	1240 250	Harrisburg Bcstg. Co. 100 E. Poplar St. 28	KBS	Inglis M. Taylor, gm & cm Dorice Turner, pd	Elmer Gladson, ce Ken Hamilton, pmm & sd Jack Wiedeman, nd	Eddie Wise, fd Norma Slaton, wd	………. UP WE
WEBQ-FM *1947*	*Ch. 260 (B)* *99.9mc* *4.2kw*						………. ………. *Fed.*
ERRIN							
WJPF 1940	1340 250	O. W. Lyerla P. O. Box 179 381 & 382	MBS, KBS Pearson	Orville W. Lyerla, p Chas. R. Cook, gm & cm Ben E. Orf, ce	Fred Simmons, lcl slm & pmm	Jack McCluskey, sd	L-W UP RCA
ACKSONVILLE							
WLDS 1941	1180 1,000-D	Jacksonville Radio & Television Bcstg. Corp. Illinois Theatre Bldg. 1180	Holman	Robert A. Fay, p R. Karl Baker, vp, gm, cm & pmm William L. Fay, secy.-treas.	T. J. Fairburn, pd & nd G. J. Cassens, ce E. H. Garlich, fd	Barney Lewis, sd Joan Caldwell, wd	Thes. AP G
WLDS-FM *1941*	*Ch. 263 (B)* *100.5mc* *9.0kw*						
OLIET							
WJOL 1929	1340 250	Joliet Bcstg. Co. 601 Walnut St. 4761	Holman	Calvin Wilson, p Joseph J. Garvey, gm & cm Eileen Caron, pd	Lester DeCosta, ce Marion Warner, pmm Glenn Logan, nd	Robert Philbin, sd Lois Zarley, wd	Thes. UP ……….
ANKAKEE							
WKAN 1946	1320 1,000-D	Kankakee Daily Journal Co. 183 N. Schuyler Ave. 3-6633		Leslie C. Small, p Burrell L. Small, gm Bruce Brown, sm	Orren Allain, pd & sd Richard Eckels, ce	Ted Parker, nd	Wld. AP Ray.
EWANEE							
WKEI 1952	1450 100	Kee Bcstg. Co. 207 Baker Bldg. 4471		E. D. Scandrett, p, gm & ce			L-W AP Col.
A GRANGE							
WTAQ 1950	1300 500-D	LaGrange Bcstg. Co. Hi-Way No. 66 & East Ave. 8250		R. G. Salter, co-o, gm & ce C. F. Sebastian, co-o W. A. Murphy, co-o	Ralph Faucher, cm & sd	Larry Crail, nd	………. ………. Col.
ASALLE							
WLPO 1947	1220 250-D	LaSalle County Bcstg. Co. P. O. Box 215 3100		Peter Miller, p William Holm, gm & cm Dwight B. Olson, pd	Lawrence McCann, ce Laverne Waltman, nd James Bruns, fd	Frank Keyes, sd Betty Oberto, wd	Thes. AP G
INCOLN							
WPRC 1951	1370 500-D	Prairie Radio Corp. P. O. Box 37 1370	KBS Rambeau	Ray F. Knochel, p & gm John H. Deal, vp & pmm Lee N. Hamm, vp	Saunders A. Devine, cm William Brady, pd Donald E. Thompson, ce	James E. Crowell, nd Earle Layman, fd & sd Marian A. Gordon, wd	L-W AP Col.
TCHFIELD							
WSMI 1950	1540 1,000-D	Mid-Illinois Bcstg. Co. Box 72 100	KBS	Hayward L. Talley, p, gm & fd Ralph T. Day, Jr., ce Clark Whitman, pmm	Jack Funk, nd Ed Johnson, sd	Evelyn Smith, wd	………. AP RCA

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, New Service Transmitt
MACOMB							
WKAI 1947	1510 250-D	Macomb Bcstg. Co. 113½ E. Carroll St. 1350		William E. Schons, p & gm Gene Larson, cm & fd M. L. Schulz, pd & pmm	Allan Kaplan, ce Caryl Carstens, nd	Phil Cole, sd Carol Kennedy, wd	L-W UP G
MARION							
WGGH 1949	1150 500-D	Marion Bcstg. Co. P. O. Box 288 824	Sears & Ayer	George W. Dodd, p Jim Duncan, gm & pd Warren J. Thompson, cm	Orville D. Jackson, ce Merle Emery, nd	Don Wesley, fd & sd	Assoc. AP G
MATTOON							
WLBH 1946	1170 250-D	Mattoon Bcstg. Co. 17th & Broadway Ave. 6464	Abe Lincoln Holman	J. R. Livesay, p & gm Ken Wooddell, cm & sd Bob Guess, pd & nd	Dwain Bower, pmm Ray Livesay, ce Al Pigg, fd	Phyllis Knight, wd	St. AP Ray.
WLBH-FM *1949*	*Ch. 245 (B)* *96.9mc* *23kw*						G.
METROPOLIS							
WMOK 1951	920 500-D	Fort Massac Bcstg. Co. Nat'l State Bank Bldg. 8421	KBS Indie	James H. Firmin, gm & cm James R. Wetherington, Jr., pd & pmm Stephen C. Wolf, ce	Odell Korte, nd Gilbert Webb, fd Skip Erwin, sd	Dixie Smith, wd	Thes. UP G
MOLINE							
WQUA 1946	1230 250	Quad City Bcstg. Corp. Radio Center 4-6727	CBS Hollingbery	Dalton LeMasurier, p G. La Verne Flambo, gm & cm	Benne Alter, pd Louise Murphy, pmm & wd Harold Higby, ce	William Mason, nd Gene Osborn, sd	Cap. AP Col.
MT. CARMEL							
WVMC 1948	1360 500-D	James R. Brewer & Stephen P. Bellinger P. O. Box 184 1360	KBS	James R. Brewer, co-o Steve Bellinger, co-o, gm & sd Vernon R. Nunn, asst. m	Gil Wallace, pd Eugene D. Garrett, ce Evelyn Meier, nd & wd	Harold Richardson, fd	UP G
MT. VERNON							
WMIX 1947	940 1,000-D	Mt. Vernon Radio & TV Co. 121 N. 9th St. 3500	Pearson	John R. Mitchell, p James E. Muse, gm, cm & pmm Jim Purser, pd & sd	Gerald L. Stout, ce	John E. Cramer, nd	L-W AP WE
WMIX-FM *1946*	*Chan. 231 (B)* *94.1mc* *15.2kw*						*GE*
OAK PARK							
WOPA 1950	1490 250	Village Bcstg. Co. 408 S. Oak Park Ave. Village 8-5760	McGillvra	William L. Klein, p Egmont Sonderling, gm Joseph Burkhart, cm	Martin Bouhan, pd Bryan Wright, ce Paul Tee, nd	Wayne Osborne, sd Esther Kindness, wd	Assoc. UP Ray.
WOPA-FM *1950*	*Chan. 272 (A)* *102.3mc* *1kw*						*RCA*

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*FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenn same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Nig SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.*

DAYTIME CIRCULATION 71,190 RADIO FAMILIES *

WMAY

NIGHT-TIME CIRCULATION 62,130 RADIO FAMILIES *

Springfield's NBC Station

OFFERS THE MOST THOROUGH COVERAGE OF

THE SPRINGFIELD TRADING AREA

ILLINOIS' SECOND MARKET!

THE SALES ROUTE TO
25 CENTRAL AND SOUTHERN ILLINOIS COUNTIES

* A. C. Nielsen Company 1952 study, based on 4-week cumulative coverage

AFFILIATE NBC

WMAY
SPRINGFIELD, ILLINOIS

AFFILIATE NBC

970 Kilocycles 1000 Watts Day 500 Watts Night

Represented by The John E. Pearson Company

OLNEY							
WVLN 1947	740 250-D	Olney Bcstg. Co. 302½ E. Main St. 935	KBS Holman	Marshall H. Poole, p & gm Albert L. McKelfresh, cm Albert J. DeBarr, pd, nd & sd	Paul Hartsey, ce Al Arthur, fd	Ellen Nelson, wd	SES., St. AP Col.
OTTAWA							
WCMY 1952	1430 500-D	Carl H. Meyer P. O. Box 687 551	Sears & Ayer	Carl H. Meyer, p & gm			SES. UP G
PARIS							
WPRS 1951	1440 500-D	Paris Bcstg. Corp. 3-1440	KBS	Adlai C. Ferguson Jr., p, gm, cm & pmm	Carl E. Sunkel, pd	William E. Hunt, ce	AP G
WPRS-FM *1952*	*Chan. 252 (A)* *98.3mc* *1kw*						*CAP* *RCA*
PEKIN							
WSIV 1946	1140 1,000-D	Pekin Bcstg. Co. Inc. 15 S. Capitol 3400		W. Kenneth Patterson, p, gm & ce James T. Butler, cm Robert R. Snow, pd	George C. Udry, pmm Phil Strand, nd Fearn Wilson, fd	Stu Armstrong, sd Lee Herrick, wd	AP G
PEORIA							
WEEK 1947	1350 1,000 DA-2	W. Central Bcstg. Co. Commercial National Bank Bldg. 3-3688	NBC Headley-Reed	Sen. Robt. S. Kerr, p Fred C. Mueller, gm William Flynn, cm	Robert Burton, pd William Oakley, pmm Wayne Lovely, ce	Robert Arthur, nd Chick Hearn, sd	Wld. AP G
WEEK-TV (CP)		W. Central Bcstg. Co. Commercial National Bank Bldg. 3-3688	(For full information see TELECASTING Yearbook)				
WIRL 1948	1290 5,000 DA-2	Illinois Valley Bcstg. Co. 115 N. Jefferson 4-9239	ABC, MBS Avery-Knodel	Timothy Swain, p Tom Gavin, gm Joe Faulkner, cm	Paul C. Brines, pd Lloyd K. Harvey, pmm Rudy T. Luukinen, ce	Tom Connor, nd Phil Phillips, fd Bill King, sd	Assoc. UP WH
WMBD 1927	1470 5,000 DA-2	Peoria Bcstg. Co. 212 S. Jefferson St. 6-0711	CBS Free & Peters	Charles C. Caley, p & gm Marvin H. Hult, natl, slm John Leslie, pd	Robert M. Riley Jr., pmm A. James Ebel, ce R. Brooks Watson, nd	Emil Bill, fd Johnnye Rayburn, sd Florence Luedeke, wd	Thes. AP, UP Ray.
WMBD-FM *1947*	*Chan. 223 (B)* *92.5 mc* *16 kw*						*WE*
WPEO 1950	1020 1,000-D	TV & Radio Peoria Inc. 225 Main St. 4-9249		William E. Ware, p John R. Livingston, gm Wally Engelhardt, cm	Gordon Joyner, pd Les Rau, pmm	Dick Herm, fd	UP G
WTVH 1952	1590 1,000 DA-2	Hilltop Bcstg. Co. 406 Fayette Bldg. 6-8771	Sears & Ayer	Hugh R. Norman, p O. H. Duewall, gm Dorris Duewall, cm	George Norman, pd & pmm Walter F. Kean, ce Robert Maki, nd	William Gregory, fd Richard DeFay, sd Mrs. O. H. Duewall, wd	Cole INS Ray.
WTVH-TV (CP)		Hilltop Bcstg. Co. 406 Fayette Bldg. 6-8771	(For full information see TELECASTING Yearbook)				
QUINCY							
WGEM 1948	1440 1,000 DA-2	Quincy Bcstg. Co. Hotel Quincy 6840	ABC Walker	T. C. Oakley, p Joseph S. Bonansinga, gm Glen Morton, cm	Paul J. McClelland, pd & sd Edmund J. Derhake, ce Robert Hoyt, nd	Lee Jones, fd Mary Harvey, wd	Wld. UP G
WQDI(FM) *1947*	*Chan. 286 (B)* *105.1mc* *8.9kw*	*(WGEM, AM affiliate)*					
WTAD 1926	930 5,000-D 1,000-N DA-N	Lee Bcstg. Inc. W. C. U. Bldg. 6200	CBS Weed	Lee P. Loomis, p Walter Rothchild, gm Lloyd Loers, loc. cm	Merritt Milligan, pd John Phillips, pmm Urlin Whitman, ce	Don Nicholson, nd Dick Faler, fd Bill Crews, sd	St. AP, UP G
WTAD-FM *1948*	*Chan. 258 (B)* *99.5mc* *53kw*						*RCA*
ROCKFORD							
WROK 1923	1440 1,000-D 500-N	Winnebago Newspapers Inc. Newstower 2-6621	ABC H-R Reps.	E. K. Todd, p Walter M. Koessler, gm John J. Dixon, cm	Maurice P. Owens, pd & sd Maurice Nelson, ce Betty L. Thro, pmm	Bob Edell, nd Don Bowton, fd Florence Shugars, wd	Thes. AP RCA
WROK-FM *1949*	*Chan. 248 (B)* *97.5mc* *16kw*						
WTVO(TV) (CP)		Winnebago Television Corp. 190 N. State St. Chicago	(For full information see TELECASTING Yearbook)				

To Help your LOCAL Dealer
In Lake County's Rich Market
Use

1,000 watts

WKRS

1220 on your dial

WAUKEGAN, ILLINOIS

Lake County's *ONLY* Radio Station

REPRESENTED BY
JOSEPH HERSHEY McGILLVRA

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
ROCK ISLAND							
WHBF 1925	1270 5,000 DA-N	Rock Island Bcstg. Co. 231 18th St. Telco Bldg. 6-5441	ABC Avery-Knodel	Ben H. Potter, p Leslie C. Johnson, gm Maurice Corken, cm	Forest W. Cooke, pd (Miss) Fern Hawks, pmm Robert J. Sinnett, ce	Wm. Ellison, nd Wm. Lohmeier, sd	Wld. UP Col.
WHBF-FM *1950*	*Chan. 255 (B)* *98.9 mc* *37 kw*						WE
WHBF-TV 1950		Rock Island Bcstg. Co. Telco Bldg. 6-5441	(For full information see TELECASTING Yearbook)				
ST. CHARLES							
WEXI (FM) *1949*	*Chan. 292 (A)* *106.3mc* *0.25kw*	*Greater Illinois Bcstg.* *P. O. Box 269* *2963*					
SPRINGFIELD							
WCVS 1926	1450 250	WCBS Inc. 523 E. Capitol Ave. 9855	ABC, MBS Sears & Ayer	Harold L. Dewing, p C. W. Neeld, gm, cm & pmm	John C. Geil, pd Richard L. Ashenfelter, ce James Mitchell, nd & sd	Kenneth Spengler, fd Mary Dilley, wd	Wld. AP RCA
WCVS-FM *1947*	*Chan. 275 (B)* *102.9mc* *25kw*						
WMAY 1950	970 1,000-D 500-N DA-2	Lincoln Bcstg. Co. Inc. 711 Myers Bldg. 6963	NBC Pearson	Gordon Sherman, p, gm & cm Syl Binkin, pd Mel Feldman, ce	Mel Kampe, pmm Pat Fredericks, fd Bernie Waterman, sd	Peggy Irving, wd	Thes. UP RCA
WTAX 1930	1240 250	WTAX Inc. Hghwy. 66 & E. Cook 2-4441	CBS Weed	O. J. Keller, p & gm O. J. Keller Jr., cm John W. Midgley, pd	E. C. Swaringen, ce Bill Miller, pmm Glen Farrington, nd	Spizz Singer, fd Shelby Harbison, sd LaVerne Best, wd	L-W AP RCA
WTAX-FM *1948*	*Chan. 279 (B)* *103.7mc* *6.7kw*						
STERLING							
WSDR 1949	1240 100	Blackhawk Bcstg. Co. 218 1st Ave. Main 3400		Sam Bartlett, p, gm & fd Lillian Bartlett, cm Edward K. Fisher, ce	Johnny Rohwer, pd Eddie Dee, nd John Ferris, sd	Mary Ferris, wd	L-W, Cap. UP G

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THESE FACTUAL DATA* WILL HELP YOU BUY THE QUAD-CITY MARKET

82ND IN POPULATION

74TH IN RETAIL SALES

67TH IN BUYING POWER

11TH IN EFFECTIVE BUYING INCOME per CAPITA

* Copyright 1952. Sales Management Survey of Buying Power.

A PREFERRED MARKET AMONG THE 162 STANDARD METROPOLITAN AREAS

THE information presented here permits you to compare the Quad-City Market with the other (161) metropolitan areas—on a recognized reliable basis — Sales Management's Survey. Naturally, we are gratified that the Quad-Cities have earned such favorable ratings. (And that these cities frequently appear among the preferred-cities-of-the-month.)

To take advantage of this desirable, active market your advertising must reach the majority of Quad-Cities' nearly one quarter million people. This you can achieve with time on WHBF Radio.

Enter Quad-Citian homes through the Front Door with

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery Knodel Inc.

XUM

AYLORVILLE							
WTIM 1951	1410 1,000-D-DA	Moyer Bcstg. Co. 1410	Sears & Ayer	Russell Armentrout, co-o Roger Moyer, co-o Keith Moyer, gm, cm & pmm	James C. Hilderbrand, pd & sd Tom Mathis, ce	Jo Morton, wd	St., Thes. G
RBANA							
*WILL 1922	580 5,000-D DA	University of Illinois 1010 S. Wright 7-6611	NAEB Tape	George D. Stoddard, p Frank E. Schooley, gm Harold E. Hill, pd	Dee Sennett, pmm John R. Brugger, ce Don Brown, nd	Jack Murray, fd Elzer Marx, sd Jessie Heathman, wd	Assoc., Cap AP, UP RCA
WKID 1948	1580 250-D	Sterling Bcstg. Co. P. O. Box 192 7-5431	McGillvra	Robert E. J. Snyder, ptnr. & cm Gene W. Phillippe, ptnr. & pd Jack R. Baum, ce	Dick Ingram, pmm Hal Nettleship, nd & sd Dick Williams, fd	Barbara Reidel, wd	UP G
WKID-FM *1948*	*Chan. 277 (A)* *103.3mc* *2.4kw*						
AUKEGAN							
WKRS 1949	1220 1,000-D-DA	The News-Sun Bcstg. Co. P. O. Box 500 Delta 6-7900		F. Ward Just, p	Joseph B. Kirby, gm		Thes. AP G
EST FRANKFORT							
WFRX 1951	1300 1,000-D	Pyramid Radio Bcstg. & TV Co. Inc. 1300	Indie Sales	Dr. Guy W. Lambert, p Frank A. Browne, gm	Robert Peel, pd	Thomas E. Barnett, ce	Thes. UP G
ION							
WCBD 1947	820 5,000-SH	Michael J. Mintern 2714 Enoch Ave. 521		M. J. Mintern, mng. d	Carl Q. Lee, cm		

No More "Problems" for Terence the Time Buyer!
WTAX
WSOY
IT TAKES 2...WTAX IN SPRINGFIELD AND WSOY IN DECATUR
WHAT STATIONS DO YOU RECOMMEND TO REACH THE RICH CENTRAL ILLINOIS MARKET?
THERE'S JUST ONE ANSWER- WSOY IN DECATUR & WTAX IN SPRINGFIELD!
CHICAGO
WSOY
WTAX
ST. LOUIS
WE'VE BOUGHT CHICAGO AND ST. LOUIS, BUT WE'RE NOT REACHING THE 67,994 INDUSTRIAL WORKERS IN CENTRAL ILLINOIS
YES, WE TIME-BUYERS HAVE NO MORE PROBLEMS WHEN IT COMES TO BUYING COMPLETE COVERAGE OF MIDDLE ILLINOIS WE JUST SAY... WTAX IN SPRINGFIELD AND WSOY IN DECATUR

WTAX in Springfield and WSOY in Decatur cover the largest market in Illinois outside of Chicago. This market cannot be effectively reached by either Chicago or St. Louis stations — it requires WSOY and WTAX to sell this rich market. You have a population of 875,200 with a total annual retail sales of $912,925,000 48,160 farm families have an average annual income of $13,701. You can reach this major market at APPROXIMATELY ONE-HALF the cost of any other major market in the U. S.

WTAX
CBS RADIO AFFILIATE
SPRINGFIELD

WSOY
CBS RADIO AFFILIATE
DECATUR

Represented by Weed & Co.

INDIANA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, New Service Transmitte
ANDERSON							
WCBC 1947	1470 1,000-D	Civic Bcstg. Corp. 204 Tower Bldg. 3-5321		Paul E. Billheimer, p Mel H. Krehbiel, gm & cm Cedric Harger, pd	Curtis Gordon, ce John J. Garrett Sr., treas. Jim Raines, nd & sd	Sharlene Reid, wd	Wld., Col AP Col.
WHBU 1923	1240 250	Anderson Bcstg. Corp. 640 Citizens Bank Bldg. 7791	ABC, CBS Bolling	C. Bruce McConnell, p John R. Atkinson, gm	L. M. Shroyer, ce Maury Kirk, nd	Chuck Bailey, sd	Thes. AP G
BEDFORD							
WBIW 1948	1340 250	Radio Bedford Inc. P. O. Box 169 4421	MBS Grant	William C. Smith Jr., p & gm Louis E. Gaines, cm Claude Parsons, pd	Carl J. Finger, ce Noah Miller, nd John Naimo, sd	Abbie Heitger, wd	L-W AP Col.
BLOOMINGTON							
WFIU (FM) *1950*	*Chan. 279* *103.7mc* *33kw*	*Trustees of Indiana U.* *Indiana U.* *6811, ext. 240*	*NAEB*	*Elmer G. Sulzer, gm* *George Willeford, pd* *James Rolfe, ce*	*Jerrold Sandler, prod. d* *George C. Johnson, educ. d* *Mark D. Munn, continuity*	*Leo Loftus, nd*	*Assoc.,SE* *UP* *GE*
WTTS 1949	1370 5,000-D 500-N-DA-2	Sarkes Tarzian Inc. 535 S. Walnut St. 2-3366	ABC Meeker	Sarkes Tarzian, p Glenn Van Horn, gm Ray Bartlett, slm	George Fleetwood, pd Gerald Dyer, ce	Joe Trimboli, nd Maurice Latimer, sd	Wld. AP Ray., RC
WTTV (TV) 1949		Sarkes Tarzian Inc. E. Hillside Dr. 2-1407	(For full information see TELECASTING Yearbook)				
BOONVILLE							
WBNL 1950	1540 250-D	Boonville Bcstg. Co. Lynville Rd. 980	KBS	H. C. Sanders, co-o, g & cm, ce Norman Hall, co-o, asst. m, pd, pmm & sd	C. K. Kleinlein, nd Leroy Drake, fd	Gerry Sanders, wd Owen Guthrie, slmn	Cole UP G
COLUMBUS							
WCSI 1950	1010 250-D	Syndicate Theatres Inc. 427 Third St. 3397	Rambeau	Joseph Fineran, p Dick Jewell, gm Ernie Kerns, pd	Philip Hurlbut, ce Bob Doll, pmm Charlie Powell, nd & fd	Bob Westermeier, sd Gladys Nolting, wd	Assoc., Thes. AP WE
WCSI-FM *1947*	*Chan. 229* *93.7mc* *71kw*						.... *Fed.*
CONNERSVILLE							
WCNB 1948	1580 250-D	News-Examiner Co. 406 Central Ave. 1950	Gill-Keefe & Perna	George S. Tatman, p & secy. Emmett M. Jackson, gm & cm	Ralph T. Underwood, pd & sd James C. Wulliman, ce	Joanne Geis, wd	Wld. UP GE
WCNB-FM	*Chan. 262 (B)* *100.3mc* *10kw*						
ELKHART							
WTRC 1931	1340 250	Truth Pub. Co. 116 S. Second St. 3-1960	NBC Pearson	Donald McFall, gm Jerry Maloney, pd	Lester Zellmer, ce Mary Ann Whitman, pmm Phillip Haines, nd	Eldy Lundquist, sd Helen Carroll, wd	.... UP RCA
WTRC-FM *1947*	*Chan. 264 (B)* *100.7mc* *33kw*						.... *Fed.*
EVANSVILLE							
WEOA 1946	1400 250	WFBM Inc. 24 N. W. Third St. 4-9215	CBS Katz	Harry M. Bitner Jr., p Don Menke, gm & cm William Fall, pd	William Schultz, ce Carolyn Bosse, pmm & wd F. Courtney Smith, nd	Dick Anderson, sd	L-W INS RCA
WGBF 1923	1280 5,000-D 1,000-N DA-N	On The Air Inc. 1001 Diamond Ave. 2-1171	NBC Weed	Martin L. Leich, gm (Mrs.) Pat Roper, pd Erwin P. Schoeny, ce	Del Greenwood, pmm Fred Rollison, nd Marvin Bates, sd	Peggy Pressley, wd	.... UP Col.
WMLL(FM) *1941*	*Chan. 233 (B)* *94.5mc* *25kw*	*(WGBF, AM affiliate)*					
WIKY 1947	820 250-D	South Central Bcstg. Corp. P. O. Box 148 4-8284	Pearson	John A. Engelbrecht, p, gm, cm, pd & pmm	George F. Stoltz, ce Don Sherwood, nd	Lynn Stone, sd	Thes., Ca AP Col.
WIKY-FM *1948*	*Chan. 281 (B)* *104.1mc* *19kw*						.... *Fed.*
WJPS 1948	1330 5,000-D 1,000-N DA-2	WJPS Inc. 206 Main St. 5-2221	ABC Hollingbery	Robert S. Davis, p Robert J. McIntosh, gm Jack McLean, cm & sd	Verne Paule, pd James Jared, ce Clara Henry, bus. m	Geo. C. Compton, nd Charles L. Muller, fd Marilou Maddox, pmm & wd	St., Wld AP Fed.
FT. WAYNE							
WANE 1948	1450 250	Radio Ft. Wayne Inc. 1205 Ft. Wayne Bank Bldg. Anthony 6212	CBS Bolling	C. Bruce McConnell, p Charles E. Kennedy, sm Merlin Smith, loc. cm	Robert Hill, pd & sd Wm. Wallace Warren, ce Glenn Elliott, pmm	Doug Hadley, nd Jan Hendryks, wd	St. AP
WGL 1924	1250 1,000-DA-2	News-Sentinel Bcstg. Co. 201 W. Jefferson St. Eastbrook 3366	ABC Headley-Reed	Helene R. Foellinger, o Pierre Boucheron, gm, vp & secy. Henry Page, vp & treas.	Merrill C. Johnson, cm Norman Widenhofer, pd & fd Donald Holzapfel, ce	Richard Katt, pmm Len Davis, sd Mary McDonald, wd	L-W UP RCA
WKJG 1947	1380 5,000-DA-2	Northeastern Ind. Bcstg. Co. 220 E. Jefferson St. Anthony 2295	MBS Raymer	Clarence L. Schust, p Edward G. Thoms, gm Carl B. Evans, cm	Calo Mahlock, pd Hilliard Gates, asst. m & sd	Wayne Rothgeb, fd	Wld. UP RCA
WKJG-FM *1948*	*Chan. 291 (B)* *106.1mc* *30kw*						
WOWO 1926	1190 10,000	Westinghouse Radio Stations Inc. 124 W. Washington Blvd. 2136	NBC Free & Peters	J. E. Baudino, gm Carl W. Vandagrift, sm Paul E. Mills, cm	Bruce H. Ratts, ce Jess L. Hadsell, pmm	Bob Carlin, nd Jay Gould, fd Ernie Ashley, sd	Thes. UP ....
WOWO-FM *1941*	*Chan. 241 (B)* *96.1mc* *16.5kw*						.... *WH*
GARY							
WGRY 1950	1370 500-D	WGRY Inc. Lake Hotel 5-5151	Indie Sales	G. Melvin Whitney, p & ce Bob Ross Smith, gm, cm & pmm	Dan McHugh, pd & sd Bill Miller, nd & fd	Betty Baxter, wd	SES. UP RCA
WWCA 1949	1270 1,000-DA-1	Lake Bcstg. Co. 578 Broadway 9171		Dee O. Coe, p & gm Joe Fife, cm & pmm Todd Branson, pd & sd	Victor Voss, ce Ted Thorne, nd E. Huddleston, fd	Stacey Evans, wd	.... AP Col.

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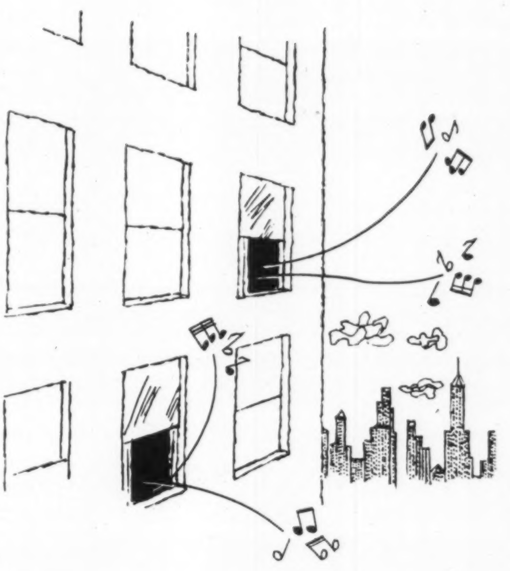
XUM



RADIO & TELEVISION
WFBM

1330 North Meridian Street • Indianapolis 2, Indiana
Represented Nationally by The Katz Agency
Affiliated with WEOA, Evansville; WFBM-TV, Indianapolis;
WFDF, Flint; WOOD and WOOD-TV, Grand Rapids

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Indianapolis

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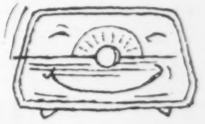

today . . more

city folks • suburbanites • farmers

have radios than ever before

7,350 MORE radio homes in one county only.

(Marion county in which Indianapolis is located)

*1949	**1952
165,950	173,300
Radio Families	*Radio Families*

All over WFBM's coverage area the radio-home figure has increased in county after county. BUT WFBM's rate has not increased. This means a PLUS—a BONUS in radio homes for you . . . a more-for-your-money buy in this rich Indiana market.

Put your advertising dollars to work where they can earn MORE. Include WFBM, Indianapolis, in your next schedule and get the PLUS-VALUE of Indiana's First Station.

*BMB STATION AUDIENCE REPORT
**NIELSON COVERAGE SERVICE

INDIANA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, New Service Transmitte
HAMMOND							
WJOB 1928	1230 250	South Shore Bcstg. Co. 449 State St. Sheffield 8400	McGillvra	R. C. Adair, p & gm Ed Rozhon, cm Bill Wobus, pd	Jess Peters, ce John Gibbs, nd Jerry Mitchell, fd	Hugh Hill, sd Leona Manis, wd	UP Ray.
WJIZ (FM) *1948*	*Chan. 222* *92.3mc* *10kw*	*(WJOB, AM affiliate)*					
INDIANAPOLIS							
WFBM 1924	1260 5,000 DA-N	WFBM Inc. 1330 N. Meridian Lincoln 8506	CBS Katz	Harry W. Bitner Jr., p & gm William F. Kiley, cm Frank O. Sharp, pd	Harold Holland, ce David F. Milligan, pmm Gilbert Forbes, nd	Roger Gustafson, sd Harry Martin, fd	AP, INS
WFBM-TV 1949		WFBM Inc. 1330 N. Meridian St. Lincoln 8506		(For full information see TELECASTING Yearbook)			
WIBC 1938	1070 50,000-D 10,000-N-DA-2	WIBC Inc. 30 W. Washington St. Lincoln 2305	MBS Blair	R. M. Fairbanks, p & gm Gilbert I. Berry, cm William L. Dean, pd & pmm	Robert W. Minton, ce M. H. Geiger, secy.-treas. Gordon Graham, nd	Dix Harper, fd William F. Fox Jr., sd Alice Bayne, wd	SES. Cole Thes. AP, UP RCA
WIRE 1924	1430 5,000-DA-N	Indianapolis Bcstg. Inc. 307 N. Penn. St. Plaza 1541	NBC Free & Peters	Eugene C. Pulliam, p Willard C. Worcester, vp & gm Daniel C. Park, cm	M. Wayland Fullington, pd Eugene E. Alden, ce Donald Bruce, day nd	Tom Carnegie, sd Paula Karr, wd Allen Jeffries, night nd	Wld. AP, UP RCA
WISH 1941	1310 5,000-D 1,000-N-DA-N	Universal Bcstg. Co. 1140 N. Meridian Plaza 4595	ABC Bolling	C. Bruce McConnell, p Robert B. McConnell, gm & evp William H. Spencer, cm & sm	William H. Frosch, pd Stokes Gresham Jr., ce Reid Chapman, pmm Gene Allison, fd	Luke Walton, sd Catherine Daniels, wd	Thes. AP RCA
WXLW 1948	1590 1,000-D	Radio Indianapolis Inc. 3003 Kessler Blvd. Hickery 6494	Pearson	Lyman S. Ayres, p Robert D. Enoch, gm & cm Greg Smith, pd	Bert Goetzinger, ce John Randall, nd	Charles Brockman, sd	Cap. UP RCA
JASPER							
WITZ 1948	990 1,000-D	Jasper on the Air Inc. Hwy. 45 South 678		G. E. Metzger, p F. A. Higgins, gm	Dennis J. Keller, cm Pat Freson, pd	Joe Salví, pmm James Young, ce	Wld. UP
KOKOMO							
WIOU 1948	1350 1,000 DA-2	N. Central Indiana Bcstg. Corp. Radio Center 6194	CBS Weed	Richard Blacklidge, p John Carl Jeffrey, vp, gm & cm William Randolph Cox, pd	Chester Rector, ce Robt. Bruner, nd Bill Hitt, fd	William Pipher sd	Thes. AP GE

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PEOPLE BUY...

THE THOUSANDS OF PRODUCTS ADVERTISED ON WIRE!

WIRE doesn't want to sell time.

WIRE wants to sell your products to those thousands who buy—not only to its tremendous listening audience, year in and year out, but also to the 25,000 persons who annually attend "S'Prize Party" to see and sample the sponsor's products on display.

These are REAL LIVE PEOPLE—people who buy. They are just a few "thousands" of the EXTRAS you get when you buy **WIRE.**

No other station in the Indianapolis Market offers so many EXTRAS as **WIRE**—Indianapolis—5,000 Watts—Primary NBC

NATIONALLY REPRESENTED BY FREE and PETERS, Inc.

LAFAYETTE							
WASK 1942	1450 250	WFAM Inc. McCarty Lane Box 649 2-4300	MBS Rambeau	O. E. Richardson, p E. R. Herkner Richard W. Long, pd	Harry C. Garba, ce Harry Bradway, nd & sd	Jane Ransom, wd Earl Richardson, fd	UP Ray.
WFAM(FM) *1948*	*Chan. 236 (B)* *95.1mc* *12kw*	*(WASK, AM affiliate)*					
WFAM-TV (CP)		WFAM Inc. McCarty Lane Box 649 2-4300		(For full information see TELECASTING Yearbook)			
LA PORTE							
WLOI 1948	1540 250-D	LaPorte Bcstg. Co. Rumely Hotel 3734		Hoyt Scott, p & sm			Cap. AP
LEBANON							
WINL(FM) *1951*	*Chan. 296 (A)* *107.1mc* *0.59kw*	*Lebanon Bcstg. Co.* *117 South Lebanon St.* *17*		*Percy M. McGhee, p*			*Thes.* *INS* *RCA*
LINTON							
WBTO (CP)	1600 500-D	The Linton Bcstg. Co. c/o WBNL Boonville, Ind.		Henry C. Sanders, o			
LOGANSPORT							
WSAL 1949	1230 250	Logansport Bcstg. Corp. P. O. Box 399 4261	MBS	John C. Cotner, p Raymond W. Baker, gm & cm	Ira G. MacCormack, Jr., pd, fd & pmm Earl Nelson, ce	Dick Jackson, sd	Assoc. AP RCA
MADISON							
WORX(FM) *1951*	*Chan. 244 (A)* *96.7mc* *0.35kw*	*Knight-Cutler System* *R. R. 4, Telegraph Hill* *962*		*Frances Knight, o & gm* *Charles N. Cutler, o & ce* *Dodd Gorman, cm*	*Earl Weis, pd* *Graham Taylor, nd* *Leo Waltz, fd*	*Bill Johnson, sd* *Nancy Cleveland, wd*	*SES., Thes.* *UP* *G*
MARION							
WBAT 1947	1400 250	Marion Radio Corp. Marion, Ind. 5500		John Henry Bone, p, g & cm			
WMRI(FM) *1949*	*Chan. 295 (B)* *106.9mc* *34kw*	*Chronicle Publ. Co.* *610 S. Adams St.* *4509*		*Gardner Thomas, p* *Robert A. Brennan, gm*	*Roscoe Johnson, cm* *Don McKellar, pd*	*Howard Mahoney, ce*	*Thes.* *WH*
MICHIGAN CITY							
WIMS 1947	1420 1,000-D 500-N-DA-N	Northern Ind. Bcstrs. Inc. 415 Franklin St. 5-5245	Rambeau	William N. Udell, p & gm Al Halus & Robt. K. Beel, cm	Richard S. Olson, pd Robert J. Schilling, ce Jean R. LaGrange, pmm	John H. Gleason, nd Stu McDonnell, fd Paul Schroeder & Howard Murdock, sd	UP Ray.
WIMS-FM *1949*	*Chan. 228* *93.5mc* *1kw*						
MUNCIE							
WLBC 1926	1340 250	Tri-City Radio Corp. Radio Center 4403	CBS Holman, Walker	D. A. Burton, p & sd W. F. Craig, vp, c & pmm	Lee Allerton, pd & fd M. M. Crain, ce	F. M. Hinshaw, nd Patricia Schaffer, wd	St. AP GE
WLBC-TV (CP)		Tri-City Radio Corp. P. O. Box 271 4403		(For full information see TELECASTING Yearbook)			
WMUN (FM) *1947*	*Chan. 281 (B)* *104.1mc* *7.4kw*	*(WLBC, AM affiliate)*					
NEW ALBANY							
WLRP 1949	1570 1,000-D	Ohio Valley Bcstg. Inc. P. O. Box 285 1570 Clifton Ave. 4-2235		Roy L. Hickox, p & gm Milton Lamm, cm Keith L. Reising, pd	Eugene A. Fischer, ce Joe Gillum, pmm Joe Piggott, nd, sd & fd	Rita Loesch, wd	L-W UP Ray.
NEW CASTLE							
WCTW(FM) *1947*	*Chan. 273 (B)* *102.5mc* *4kw*	*Courier-Times Inc.* *202½ S. 14 St.* *2600*	*Hoosier* *Scheerer*	*Scott B. Chambers, p & gm* *Howard White, cm* *Stanley Bock, pd*	*William P. Grant, ce*	*Ewin D. Ogborne, sm*	*Wld., Cap.* *AP* *GE*
PORTLAND							
WPGW 1951	1440 500-D DA	Glenn West P. O. Box 608 1094		Glenn West, o, gm, cm pmm & ce Ron Miller, pd	Harold K. Rippey, fd Kester D. Pollock, sd	Eldrew Cissell, nd Mrs. Glenn West, wd	Wld., SES. UP G
PRINCETON							
WRAY 1950	1250 1,000-D	M. R. Lankford P. O. Box 36 1250	KBS Indie Sales	M. R. Lankford, p Bryan Davidson, gm, pd & sd D. T. Critchfield, sls rep	Harold Bass, ce Ray Harry, pmm, nd & fd	Peggy Ingue, wd	St. AP G
RICHMOND							
WKBV 1926	1490 250	Central Bcstg. Corp. 25 S. 9 St. 2-1156	ABC Meeker	Allan McCrea, p Lester G. Spencer, gm Roland L. Nusbaum, cm	C. L. Mitchell, pd Lou Duning, ce Spencer Danes, sd	Geneta Kern, wd Cedric & Mary Miller, fd	Thes., SES UP
SALEM							
WSLM (CP)	1220 250-D	Don H. Martin 306 Caleb St. 700	KBS	Don H. Martin, o, gm Kes Pollack, m Herb Adams, cm	George Fleetwood, pd Darrell Dixon, ce	Simon Spurgeon, nd B. L. Godfrey, sd Pauline Trotter, wd	Thes. Mac AP G
SEYMOUR							
WJCD 1949	1390 500-D	Dr. A. C. Baker 1534 Ewing St. 1212	KBS	A. C. Baker, p & gm Bob Shippee, cm	Roger W. Bradley, pd Arnold Haun, ce	Johnny Otté, sd	Wld. AP G
SHELBYVILLE							
WSRK(FM) *1952*	*Chan. 267 (B)* *101.3mc* *5kw*	*Bernard M. Dabney Jr.* *125 E. Washington St.* *1108*		*Bernard M. Dabney Jr., p, co, cm*	*Wayne Harris, pd* *Dale B. Blackwell, ce*	*Nicki Jordan, wd* *William Bernard, sd* *Blake Tabor, fd*	*Wld., SES.* *UP* *GE*
SOUTH BEND							
WHOT 1944	1490 250	South Bend Bcstg. Corp St. Joseph & Monroe Sts. 7-1566	ABC Bolling	C. Bruce McConnell, p Robt. B. McConnell, gm C. J. Pajakowski, cm	Jack Douglas, pd Ira D. Kealy, ce Jack Melloy, nd	Frank Crosiar, sm & sd Mrs. J. B. Riley, wd	Assoc. AP
WJVA 1947	1580 250-D	St. Joseph Valley Bcstg. Corp. 206 S. Main Mishawaka, Ind. Mishawaka 5-8620	KBS Burn-Smith	F. R. Householder, p & gm Charlie Sharpless, cm & fd	Vince Doyle, pd, sd & nd Francis Bock, ce	Owen Lackey Jr., pmm Catherine Griffin, wd	UP Col.
WSBT 1922	960 5,000 DA-2	South Bend Tribune 223 W. Colfax Ave. 3-6161	CBS Raymer	F. A. Miller, p R. H. Swintz, gm N. B. Welch, cm	R. J. Drain, pd W. A. Sweitzer, pmm Arthur O'Neal, ce Joe Boland, sd	G. R. Houser, nd Bill Johnson, fd Eleanor Moore, wd	St., Thes. UP RCA
WSBT-TV (CP)		South Bend Tribune 223 W. Colfax Ave. 3-6161		(For full information see TELECASTING Yearbook)			
TELL CITY							
WTCJ 1948	1230 250	James R. Brewer Tell City 740		James R. Brewer, o & m			

INDIANA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
TERRE HAUTE							
WBOW 1927	1230 250	Banks of the Wabash Inc. 303 S. 6th St. Crawford 5034	NBC Weed	Alvin Eades, p Wm. F. Rippetoe, gm & cm Harry Frey, pd	Howard Stewart, ce Madeline Barry, pmm Howard Stevens, nd	Darl Wible, sd Wanda Campbell, wd	Thes. AP, UP
WBOW-FM *1947*	*Chan 266 (B)* *101.1mc* *20kw*						
WTHI 1948	1480 1,000 DA-2	Wabash Valley Bcstg. Corp. 120 S. 7th St. Crawford 9481	CBS Bolling	Anton Hulman Jr., p Joseph M. Higgins, gm Richard M. Forbes, cm	Ben Falber Jr., pd Louis A. Froeb, pmm Don Petit, ce	Ed Gress, nd Gregg Callahan, fd Dave Martin, sd Helen Ryan, wd	Wld., L-W UP RCA
WTHI-FM	*Chan. 260 (A)* *99.9mc* *7.2kw*						
VINCENNES							
WAOV 1940	1450 250	Vincennes Sun Co. Grand Hotel 787	MBS Free & Peters	Eugene C. Pulliam, p Tom Peden, gm & cm Dick Shaughnessy, pd	Ralph Baldwin, chief tech. Roy Stanley, pmm Austin Edmondson Sr., nd	Hal Roche, sd Dorothy Wilkes, wd	Wld. UP WE
WARSAW							
WKAM 1949	1220 250-D	Kosciusko Bcstg. Corp. Warsaw, Ind. 65	KBS Holman	J. W. Autenrieth Jr., p & gm	Howard Wheelock, ce	Doris Knight, wd	AP
WRSW 1952	1480 500 DA-2	Reub Williams & Sons Inc. Times Bldg. 155	Hoosier	R. B. Williams, p C. Reuben Williams, gm & nd W. Mollenhour, cm & bus. m	Robt. Richmond, pd Fred Gresso, ce Jack Essenberg, pmm	Milo Clase, fd & sd	L-W, Cap. Wld. UP Col.
WRSW-FM *1948*	*Chan. 297 (B)* *107.3mc* *36kw*						WE
WASHINGTON							
WFML(FM) *1948*	*Chan. 293 (B)* *106.5mc* *14kw*	*Washington Radio Inc.* *615 SE 11th St.* *1810*		*Robert E. Williams, gm* *William Shilkett, cm*	*Joseph Edwards, pd* *Paul Davis, ce*	*Emily Osman, wd* *Bert Moore, fd*	*Cap.* *AP* *GE*
WEST LAFAYETTE							
*WBAA 1922	920 5,000-LS 1,000-N DA-N	Purdue University 92-2385		James S. Miles, gm John Henderson, act. m	John DeCamp, pdm & sd Ralph R. Townsley, ce	Horace Tyler, fd Mary Alice Crosson, wd	Assoc., SES. UP Col.
IOWA							
AMES							
KASI 1948	1430 1,000-D	Ames Bcstg. Co. 328½ Main St. 3460	KBS Midwest Continental	W. S. Rupe, p A. A. Skinner, gm & cm R. B. Tillerson, pd	Doyle Kelso, ce Dean Albert, nd A. C. Anderson, fd	Ann Walters, wd	Thes. UP Ray.
*WOI 1922	640 5,000-D	Iowa State College 2500, Ext. 281	NAEB Tape	Richard B. Hull, gm Richard Vogl, pd Ray Giese, oprs. m	Louie L. Lewis, ce James Schwartz, nd Dale Williams, fd & sd	Martha Wilkin, wd	Wld. St. AP, UP RCA
WOI-TV 1950		Iowa State College 2500, Ext. 281		(For full information see TELECASTING Yearbook)			
ATLANTIC							
KJAN 1950	1220 250-D	Geo. Basil Anderson Atlantic 1717	KBS Biddick, Continental	Geo. Basil Anderson, p Ken Stobaugh, gm	Bob Falk, ce	H. A. Preston, nd & sd	Wld. SES. AP G
BOONE							
*KFGQ 1927	1260 250-D	Boone Biblical College					
KFGQ-FM *1950*	*Ch. 237 (A)* *99.3mc* *0.31kw*						
KWBG 1950	1590 1,000-LS 500-N-DA-N	Boone Bcstg. Co. P. O. Box 36 1590	Tall Corn Pearson	Harold L. Fisher, p Paul E. Millen, gm & pd	Bob Erickson, cm & sd Dan Garretson, ce	Signe Shaler, nd & wd	Wld., Thes UP, INS GE
BURLINGTON							
KBUR 1941	1490 250	Burlington Bcstg. Co. National Bank Bldg. 680	ABC, Missouri Taylor	G. B. McDermott, p & gm David H. Steinle, cm Dick Mosena, pd & nd	Jack Gallino, ce Grant Marshall, pmm & sd Carl Klauss, fd	Jane Brooks, wd	St. AP RCA
CARROLL							
KCIM 1950	1380 1,000 DA-2	Collison Bros. 520 N. Adams 3586-7	Tall Corn Pearson	Lynn Bickett, gm Warren Stout, cm	Dale Barton, pd, fd & sd Gene Reiff, ce	Mrs. Dorothy Clark, nd	L-W, The INS RCA
CEDAR RAPIDS							
KCRG 1947	1600 5,000 DA-N	The Gazette Co. 104 First St. SW 4-4194	MBS Burn-Smith	Joseph F. Hladky Jr., vp & secy. Fred W. Wagenvoord, gm Wade S. Patterson, loc. slm	Ralph R. Willey, pd Kenneth Pendleton, ce Edna A. Herbst, pm & publ. d	Dick Yoakam, nd Rex Conn, fd Bob Brooks, sd	Wld. AP, INS Col.
KCRK(FM) *1947*	*Chan. 245 (B)* *96.9mc* *50kw*	*(KCRG, AM affiliate)*					
KPIG 1950	1450 250	Cedar Rapids Bcstg. Cedar Rapids 3-8265	Tall Corn Pearson	Allen H. Embury, o vp & sd Gene Carson, cm	Jordan Jacks, pd James Duryed, ce	Bob Davis, nd	Cap. UP Col.
WMT 1922	600 5,000 DA-N	American Bcstg. Stations Inc. Paramount Theatre Bldg. 6127	CBS Katz	Mrs. Helen S. Mark, o & evp Wm. B. Dolph, o & evp Wm. B. Quarton, gm Lew Van Nostrand, cm	Douglas B. Grant, prog. m George P. Hixenbaugh, ce Leo F. Cole, pmm Dick Cheverton, nd	Chuck Worcester, fd Tait Cummins, sd Helen Roberts, wd	L-W, The AP, UP, INS RCA
CENTERVILLE							
KCOG 1949	1400 100	Centerville Bcstg. Co. 1910 S. Main 131 & 407	KBS McGillvra	Robert K. Beck, p Al M. Farber, gm & cm Margaret Ashby, pd & nd	Robert J. Reimers, ce & sd	Warren Langfitt, fd	L-W AP RCA
CHARLES CITY							
KCHA 1949	1580 250-D	Inland Bcstg. Corp. 300½ North Main 787	KBS, Upper Midwest McGillvra	Dean Hollingsworth, p Charles E. Wright, gm & pmm Vern Harvey, cm	Doris La Bounty, pd Loren Koesling, ce Milford Reed, fd	Vern Bromberg, sd Dorothy McFarland, wd	UP Col.

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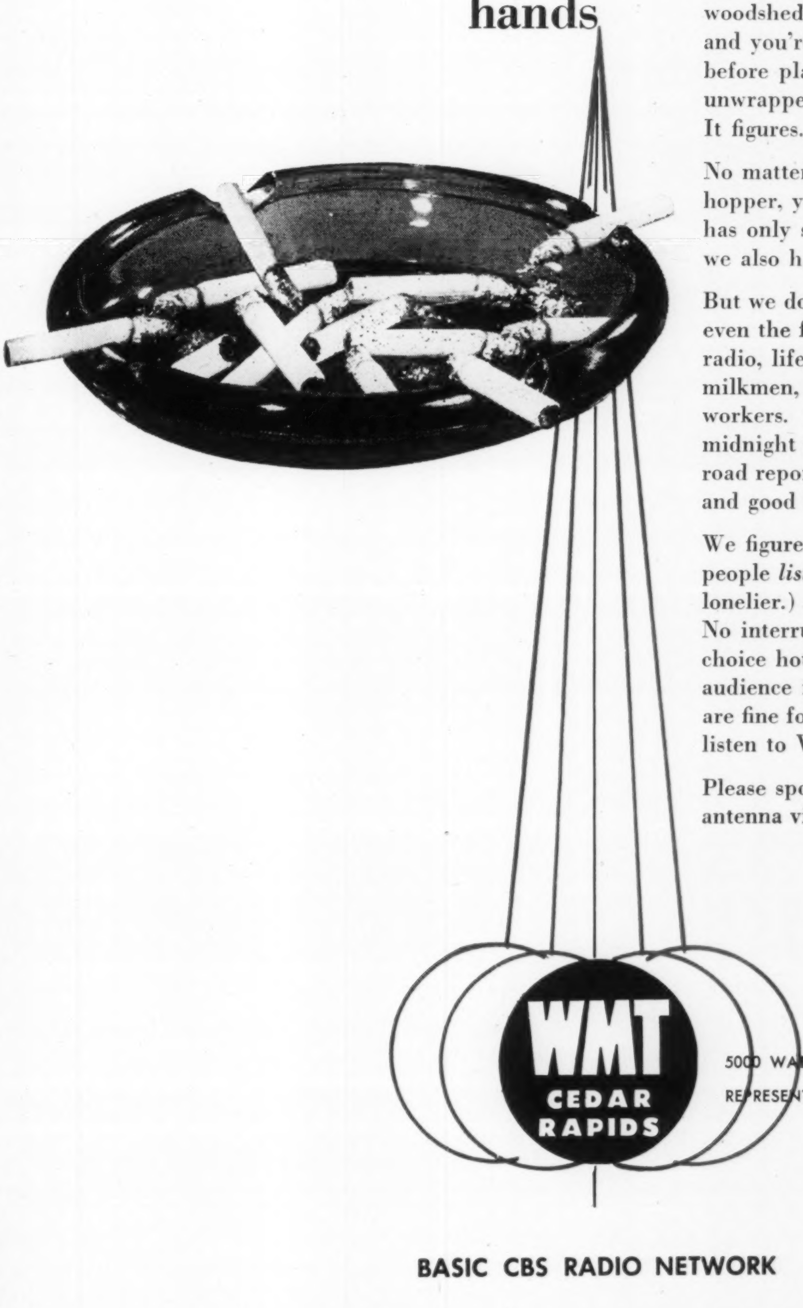
To a time buyer with no time on his hands



YOUR CROWDED DAY consists of crowded hours . . . and if the day isn't long enough you crowd some night hours. All day long you run into characters talking off the tops of their heads, throwing it on the table for what it's worth, willing to pool their brains, thinking out loud, but who won't buy it. When you get the bugs ironed out after suitable woodshedding, the ball is back in court, money-wise, and you're tuned in on the right antenna. But before plans are finalized, the thing comes unwrapped and, copy-wise, has to be updated. It figures.

No matter how many gimmicks there are in the hopper, you don't need a survey to prove that a day has only so many hours. That troubles us too—we also have little time on our hands.

But we don't overlook anybody who wants to listen—even the folks who work while you sleep. Without radio, life can be lonely for truckers, cops, firemen, milkmen, doctors—and scores of other all-night workers. For them we stay on the air from midnight to morning six days a week, broadcasting road reports, news, weather, music, commercials, and good will.

We figure night workers get lonely and lonely people *listen*. (Have to—to keep from getting lonelier.) Stands to reason they listen *closely*, too. No interruptions. That's why the small hours are choice hours for reaching a predominantly male audience in Eastern Iowa—just as all other hours are fine for reaching a third of a million families who listen to WMT every week.

Please spot-check us anytime. Or tune in on our antenna via our national reps, The Katz Agency.

5000 WATTS, 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BASIC CBS RADIO NETWORK

IOWA (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
CHEROKEE							
KCHE 1952	1440 500-D	Cherokee Bcstg. Co. 219½ W. Main St. 51		Russell A. Hickmon, gm & cm	Charles Reznikov, pd & pmm	Sterling H. Heil, ce	Thes. AP Col.
CLINTON							
KROS 1941	1340 250	Clinton Bcstg. Corp. 246 Fifth Ave. S. 448	MBS, Tall Corn Pearson	William S. Jacobsen, p Bernard M. Jacobsen, gm Darline Gordon, cm	Ralph Stoeckel, pd Gerald A. Parker, ce Lee White, nd	Don Ballinger, fd Henry Dihlmann, sd Gwen Johnson, wd	Thes. UP Col.
KROS-FM *1948*	*Chan. 242 (B)* *96.1mc* *13kw*						*RCA*
COUNCIL BLUFFS							
KSWI 1947	1560 500-D	Nonpareil Bcstg. Co. 120 Council Bluffs Savings Bank 4041		Robert R. O'Brien, p gm & cm	Harold Hughes, sm	Harry C. Stutzman, ce	Assoc. Thes. AP Col.
KSWI-FM *1947*	*Chan. 241 (B)* *96.1mc* *9.6kw*						*GE*
CRESTON							
KSIB 1946	1520 1,000-D	Southwest Bcstg. Co. Creston 55	KBS, Tall Corn Pearson	Arthur Horning, p E. M. Horning, gm & cm Jack Mills, pd & nd	Paul Ransom, slm Arnold E. Wilson, ce	Les Wright, fd Dutch Horning, sd Dorothy Lindley, wd	Thes. INS Ray.
DAVENPORT							
KFMA 1952	1580 250-D	KFMA Bcstg. Co. 415 Perry St. 6-4407		A. D. Peirce, p & gm Frank Frost, cm	Wayne Mack, nd & fd Doris Hanner, pmm	L. W. Andrews, ce	Cap. UP RCA
KSTT 1946	1170 1,000 DA-2	Davenport Bcstg. Co. Inc. 324 Main St. 6-2541	MBS Sears & Ayer	Hugh R. Norman, p Jerry Dunphy, gm Neil C. Conklin, cm	Warren Anderson, pdm A. M. McGregor, ce	Milo Hamilton, sd Lois Snively, wd	McG. UP Col.
WOC 1922	1420 5,000 DA-2	Tri-City Bcstg. Co. 1002 Brady St. 3-3661	NBC Free & Peters	Col. B. J. Palmer, p Ernest Sanders, m D. D. Palmer, vp & treas.	Ralph Evans, evp Wm. D. Wagner, secy. Fred A. Reed, asst. m & sls. pmm	Chas. Freburg, pd Paul Arvidson, ce	L-W, Thes UP Col.
WOC-FM *1948*	*Chan. 279 (B)* *103.7mc* *47kw*						*RCA*
WOC-TV 1949		Central Bcstg. Co. 805 Brady St. 3-3661		(For full information see TELECASTING Yearbook)			
DECORAH							
KDEC 1947	1240 250 S-KWLC	Scenic Bcstg. Co. State Rd. 1240	MBS, Tall Corn Pearson	Verne Koenig, p, co-m & pd	Kenneth Bjerke, co-m, cm & sd	Arnold Zaruba, ce H. Erdmann, nd	Assoc. AP G
*KWLC 1926	1240 250 S-KDEC	Luther College Decorah 687		Lee Eitzen, d	Dan Kvaase, nd	Anita Flint, wd	G
DES MOINES							
KCBC 1947	1390 1,000 DA-1	Majestic Bcstg. Co. 2323 Grand Ave. 4-3151	Forjoe	Karl Peters, p Rollo H. Bergeson, gm, cm & pmm	Robert W. Dawson, pd	Robert S. Brown, ce	INS
KIOA 1947	940 1,000-D 5,000-N DA-2	Independent Bcstg. Co. 10th & Mulberry 2-9191	MBS AM Radio Sales	Ralph L. Atlass, p H. W. Cassill, gm Lee Harris, pd	Lloyd Amoo, ce R. J. Nash, fd Bob Elston, sd	Betty Wells, wd	Wld. UP, INS RCA
KRNT 1935	1350 5,000 DA-N	Cowles Bcstg. Co. 715 Locust 3-2111	CBS Katz	Gardner Cowles, p Robert Dillon, sm Paul Elliott, cm	Richard Covey, pd Joe Hudgens, pmm Charles Quentin, ce	C. N. Duncan, asst. ce Russ VanDyke, nd Al Couppee, sd	Stan. AP, UP RCA
KRNT-FM *1952*	*Ch. 283 (B)* *104.5mc* *50kw*						*Wh.*
KSO 1922	1460 5,000-DA-N	Murphy Bcstg. Co. 800 Farm Bur. Bldg. 3-0571	ABC Petry	Kingsley H. Murphy, p S. H. McGovern, gm & cm	Bill C. Baldwin, pd & pmm F. E. Bartlett, ce	Gene Shumate, sd Maefloyd Shumate, wd Glenn Goodwin, nd	Cap. AP RCA
KSO-FM *1948*	*Chan. 247* *97.3mc* *15.5kw*						
KWDM 1948	1150 1,000 DA-2	Des Moines Bcstg. Corp. 407 5th Ave. 2-8363		George W. Webber, p&cm Robert L. Webber, gm Edith L. Webber, pd & wd	Al Triggs, pmm & sd Werner Schwarz, ce Truman Walrod, nd		Assoc. Cole SES INS Ray.
WHO 1924	1040 50,000	Central Bcstg. Co. 914 Walnut St. 3-7147	NBC Free & Peters	Col. B. J. Palmer, p D. D. Palmer, vp & treas. Ralph Evans, evp Paul A. Loyet, vp & res. m	Wilfred W. Wood, asst. res. m Wm. D. Wagner, secy. Harold Fulton, slm Jack Kerrigan, pd	Reed E. Snyder, ce Jack D. Shelley, nd	SES, Thes. AP, UP, INS WH
WHO-FM *1948*	*Chan. 262(B)* *100.3mc* *400kw*						
DUBUQUE							
KDTH 1941	1370 1,000	Telegraph Herald 8th & Bluff Sts. 3-7351	NBC Tall Corn Pearson	F. W. Woodward, p K. S. Gordon, gm Al Newburg, h, cm	Arnie B. Stierman, pd G. McAleece, pmm & sd R. I. Hancock, ce	George Freund, nd J. N. Pierce, wd	Assoc., Wld. AP
KDTH-FM *1947*	*Chan. 263 (A)* *100.5mc* *45kw*						
WDBQ 1933	1490 250	Dubuque Bcstg. Co. 505 Main St. 3-8241	ABC, MBS Meeker	James D. Carpenter, p & gm Harry Hatzenbuehler, cm	Gleason Kistler, pd & fd Donald Heim, ce	Robert Carpenter, pmm John Husak, sd Vaughn Gayman, nd	Thes. UP RCA
WDBQ-FM *1948*	*Chan. 277* *103.3mc* *15kw*						
ESTERVILLE							
KLIL 1952	1340 100	Esterville Bcstg. Co. Box 173		Wm. E. Schons, p & gm Robert Sterenborg, cm & sd	Marvin Schuly, pd & pmm Gene Randolph, ce	Patsey Mouritsen, nd Marion Fournier, wd	L-W, SES AP Col.

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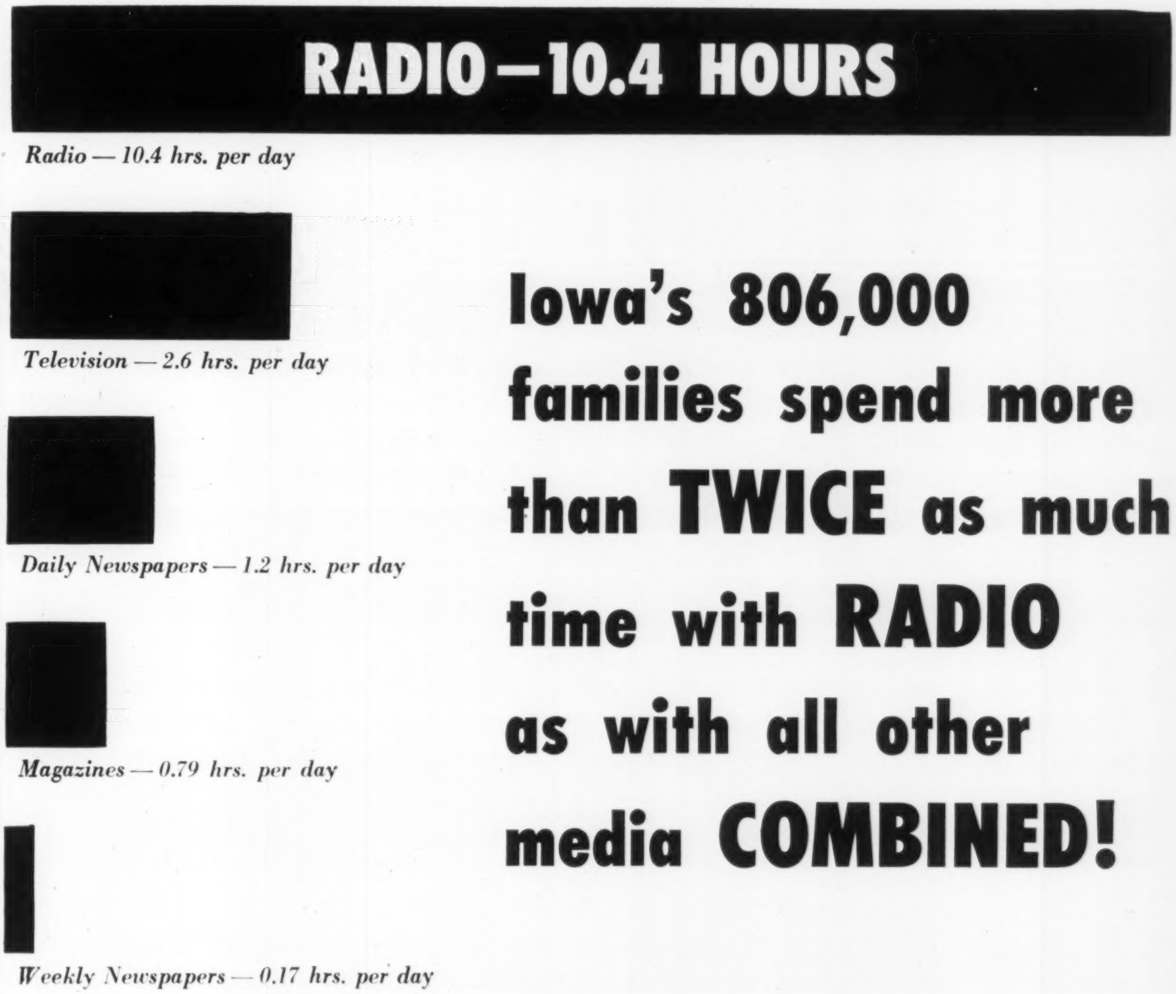
XUM



Iowa's 806,000 families spend more than TWICE as much time with RADIO as with all other media COMBINED!

and WHO continues to be Iowa's BEST ADVERTISING BUY!

Send for the FACTS TODAY!

These facts are taken from the 1952 Iowa Radio-Television Audience Survey conducted by Dr. F. L. Whan of Wichita University, and his staff. The new Survey again proves that radio is by all odds Iowa's best advertising value . . . *and that WHO continues to be Iowa's best advertising buy!*

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

IOWA (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Li-brary, New Service Transmitte
FORT DODGE							
KVFD 1939	1400 250	Northwest Bcstg. Co. Warden Bldg. Walnut 3761	MBS Tall Corn Pearson	Edward Breen, p & gm Lester E. Person, cm Drexel Peterson, pd & fd	David Sinclair, ce Johnny Green, sd Ken Peterson, nd	Mary Rankin, wd	L-W UP, INS RCA
KFMY (FM) *1947*	*Chan. 274 (B)* *102.7mc* *10kw*						
FORT MADISON							
KXGI 1948	1360 500-D	KXGI, Inc. Marquette Bldg. 1360	Clark	Wm. E. Walker, p Greg Rouleau, gm Dick Moore, cm & pmm	Dick Lawrence, pd & sd Wallace Werz, ce Durward Early, nd	Ted Lan, fd Tish Cook, wd	L-W AP Ray.
IOWA CITY							
KXIC 1948	800 1,000-D DA	Johnson County Bcstg. Corp. 108½ E. Washington St. 8-1181	KBS Rambeau	Gene Claussen, g, cm & sd F. M. Broders, pd Elliott Full, ce	Rex Whitesell, pmm Bob Shafer, nd	Irv Duddleson, fd Naomi Welty, wd	Wld., Cap UP, INS Col.
•WSUI 1919	910 5,000 DA-1	State Univ. of Iowa Iowa City 8-0511		Carl H. Menzer, gm Richard Setterberg, pd	S. J. Ebert, ce	Arthur Barnes, nd	Thes. AP RCA
KEOKUK							
KOKX 1948	1310 1,000-D 500-N DA-2	Keokuk Bcstg. Co. 4 So. 5th St. 235		H. W. Stadler, p Herb Nelson, g, c & pmm Virgil Fortner, pd	James L. Mott, ce Harley Melton, nd George Lasley, fd	Chet Andrews, sd Kay Gredell, wd	Wld., Cap AP G
KOKX-FM *1948*	*Chan. 274 (B)* *102.7mc* *3.7kw*						
MARSHALLTOWN							
KFJB 1923	1230 250	Marshall Electric Co. 133 E. Main St. 3361	MBS Tall Corn Pearson	John Norris, p Wm. P. White, gm Wm. C. Doll, cm	Allan N. Schrock, pd & pmm Herbert G. Anderson, ce Bob Billman, n & fd	Dales Smith, sd Virginia Knop, wd	Thes. UP RCA
MASON CITY							
KGLO 1937	1300 5000 DA-N	Lee Radio, Inc. 12½ 2nd St., N. E. 2800	CBS Weed	Lee P. Loomis, p Herbert R. Ohrt, evp & gm Charles D. Hilton, cm Walter Rothschild, natl. slm.	Roger Sawyer, ce Donald Harrer, pmm Wm. G. Suter, pd & sd	Ken Kew, nd Al Heinz, fd Ann Good, wd	Wld. AP, UP RCA
KGLO-FM *1948*	*Chan. 266 (B)* *101..mc* *16kw*						

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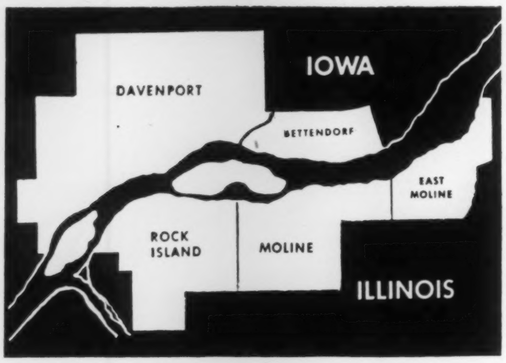


This Is the Quint-Cities

Five cities, with three bridges carrying 10-million automobiles a year, and binding the Illinois side to the Iowa side in ONE COMMERCIAL *Unit . . .*

THIS IS A MANUFACTURING CENTER . . . 56th largest in the nation; 54,000 industrial workers . . . and the location of such big names as International Harvester, John Deere, J. I. Case, Alcoa, Bendix Aviation—and the Rock Island Arsenal . . .

THIS IS AN AGRICULTURAL CENTER . . . six of the nation's seven largest hog-raising counties are located within a 60-mile radius of the Quint-Cities . . .

THIS IS A THRIVING RETAIL CENTER . . . 240,250 people with an annual effective buying income of $451-Million . . . $1,877 per capita . . . 31.9% above the national per capita. These people spend $274-Million in Quint-City retail outlets annually . . . $1,140 per capita . . . 17% above the national per capita average.

HERE IS A MAJOR MARKET . . . the largest between Minneapolis and St. Louis, between Chicago and Omaha . . .

It is the centric point of an even larger market . . . all knit into one BIG CUSTOMER *for your product or services by Radio Station* WOC. *For complete information about this 31-year old station . . . which has delivered the Quint-Cities' favorite radio listening since 1922 . . .* SEE YOUR NEAREST *F & P man.*

Col. B. J. Palmer, president
Ernest C. Sanders, manager

NBC Affiliate
5000W - 1420 KC
DAVENPORT,
IOWA

Free & Peters, Inc.
Exclusive National
Reps.

WOC
THE QUINT-CITIES AM-FM ALSO TV

KRIB 1948	1490 250	Mason City Bcstg. Co. 5 Second St., S.W. 5400	MBS, Tall Corn Pearson	Louis, Abbott, George & Wm. B. Wolf, co-o Joseph S. Simon, gm & pmm Edward Lamson, cm	Bob Cavanaugh, p, n & fd Richard J. Kelley, ce	Tom O'Connor, sd Mary Jane Anderson, wd	Thes. AP
KSMN 1948	1010 1,000-D	Mohawk Bcstg. Co. 5 W. State 5420	Lawson	Robert M. Carson, p & gm Norman W. Rice, cm Milten H. Cohen, p & fd	Hubert J. Marshall, ce	Joe Cooper, nd	Assoc. UP G

MUSCATINE

KWPC 1947	860 250-D	Muscatine Bcstg. Co. Mulberry & Houser Sts. 860	KBS, Tall Corn Pearson	George J. Volger, g & cm Marian Templeman, pd & wd Earl Lewis, ce	Jim Ryan, n & sd	John Williamson, fd	Wld., Assoc. UP Col.
KWPC-FM 1948	*Chan. 259 (B)* *99.7mc* *9.7kw*						

OELWEIN

KOEL 1950	950 500-DA-1	Northeast Iowa Radio Corp. 4½ W. Charles St. 120	Tall Corn Pearson	Art G. Schneider, p W. J. Teich, gm Don McKee, cm Ed Jenkins, pd	Burt Murphy, ce Len Bjella, pmm Dick Petrick, nd	Paul Ruse, fd Bob Zimmerman, sd Claire Miller, wd	Thes., SES L-W

OSKALOOSA

KBOE 1950	740 250-D	Oskaloosa Bcstg. Co., Inc. P. O. Box 273 301	McGillvra	E. G. Wenrick, p Ken Kilmer, gm Glen Stanley, cm	Robert Moore, ce Lew Hudson, nd	Roberta Burns, wd	Thes. AP Col.

OTTUMWA

KBIZ 1941	1240 250	KBIZ, Inc. 2513 N. Court Rd. 5600	MBS	James J. Conroy, p Alice E. Fisher, secy.-treas. & nd Berg Allison, m Larry Shepard, pd & sd	Loyd Hanson, ce	Maxine Leidendeker, wd	Wld. AP Col.

RED OAK

KRAO (CP)	1600 500-D	Red Oak Corp.					

SHENANDOAH

KFNF 1924	920 1,000-D 500-N	Capital Bcstg. Co. 1302	MBS Pearson	C. J. Abbott, p C. Earl Williams, gm Clair Gross, cm & sd	Earl Blakesley, pd Franz Cherney, ce	Wip Robinson, nd	Wld. SES. AP, INS Col.
KMA 1925	960 5,000 DA-N	May Bcstg. Co. 192	ABC Avery-Knodel	Edward W. May, p Owen Saddler, evp & gm A. J. Koelker, asst. m Howard O. Peterson, vp chg. sls.	Warren Nielson, pd R. J. Schroeder, ce Harold Arkoff, pmm	Ralph Childs, n & sd Merrill Langfitt, fd Doris Murphy, wd	Cap., SES. Thes. AP, UP RCA

SIOUX CITY

KCOM 1949	620 1,000 DA-2	KCOM Bcstg. Co. 620 Insurance Exchange Bldg. 8-0628	Tall Corn Pearson	Dietrich Dirks, p & gm Sheldon Singer, c & pmm Gene Bouchier, pd	Alvin Smith, ce Millar Miller, nd Hap Burgess, fd	Gene Sherman, sd Pat Lathrop, wd	St. UP Ray.
KSCJ 1927	1360 5,000 DA-N	Perkins Bros. Co. 415 Douglas St. 5-7993	ABC Hollingbery	W. R. Perkins, p Eugene Flaherty, m & cm Elizabeth Sammons, pd	Jean Harraday, pmm	Ernest Kruger, ce	Wld., L-W SES. AP G
KSCJ-FM 1947	*Chan. 235 (A)* *94.9mc* *12kw*						
KTRI 1938	1470 5,000 DA-2	Sioux City Bcstg. Co. 212 Commerce Bldg. 8-0165	MBS Taylor	John C. Kelly, p E. J. Huber, g & cm Lennon Kelly, pmm Glendale Larsen, ce	Bob Hansen, pd & nd Verner Nelson, fd	Wayne Gentry, sd	Thes. UP RCA
KVTV(TV) (CP)		Cowles Bcstg. Co. Frances Bldg.		(For full information see TELECASTING Yearbook)			
KWTV(TV) (CP)		Great Plains Television Properties 4 West 58th St. New York 19, N. Y.		(For full information see TELECASTING Yearbook)			

SPENCER

KICD 1941	1240 250	Iowa Great Lakes Bcstg. Co. P. O. Box 631 1240	MBS Pearson	Ben B. Sanders, p, g & cm	Mason Dixon, pd & sd	Eldon Kanago, ce	Assoc., St. AP, UP Col.

STORM LAKE

KAYL 1948	990 250-D	Cornbelt Bcstg. Co. 604½ Lake Ave. 1490	Lawson	O. J. Grau, p J. I. McCord, gm & cmm	Paul R. Benson, pd Howard Carlson, ce	Bob Graham, nd Ralph Vogel, fd Chuck Ney, sd	Stan., Cap., Wed. AP G
KAYL-FM 1950	*Ch. 268 (B)* *101.5mc* *8.9kw*						

WATERLOO

KBOK 1946	1090 1,000-D	Waterloo Bcstg. Co. 620½ Lafayette St. 6851	McGillvra	John M. Printup, gm	Archie Erickson, ce		.... UP
KWWL 1947	1330 5,000-D 1,000-N DA-2	Black Hawk Bcstg. Co. Hotel Russell Lamson 4405	MBS Headley-Reed	Ralph J. McElroy, p & gm Donald E. Inman, cm Warren Mead, pd	Raymond C. Starr, pmm James H. Butts, ce Edwin L. Falk, n & fd	Clare Rampton, sd Ellen Moore, wd	.... AP Col.
KXEL 1942	1540 50,000 DA-N	Josh Higgins Bcstg. Co. Insurance Bldg. 3-3371	ABC Avery-Knodel	Joe DuMond, p & gm A. J. DuMond, cm Emlyn Owen, pd	Donald E. Kassner, ce Grant Price, nd Dallas McGinnis, fd	Gene Osborn, sd Irene DuMond, wd	SES. INS WH
KXEL-FM 1947	*Ch. 289* *105.7mc* *8.5kw*						

WEBSTER CITY

KJFJ 1950	1570 250-D	Land O'Corn Bcstrs. 1500		C. V. Warren, p Wayne J. Hatchett, gm cm & pmm G. D. Warland, pd, nd & fd	Wayne Oleson, ce Rae Curtis, sd	Norma Mathews, wd	Cap., Thes. AP WE

KANSAS

ARKANSAS CITY

KSOK 1947 (CP:1000-D) (100-N)	1280 1,000-D	The KSOK Bcstg. Co. Inc. P. O. Box 455 2666		Oscar S. Stauffer, p C. Thompson, gm	C. E. Archer, cm Richard Moore, pd	Edward Howe, ce Richard Moore, nd	L-W AP Ray.

ATCHISON

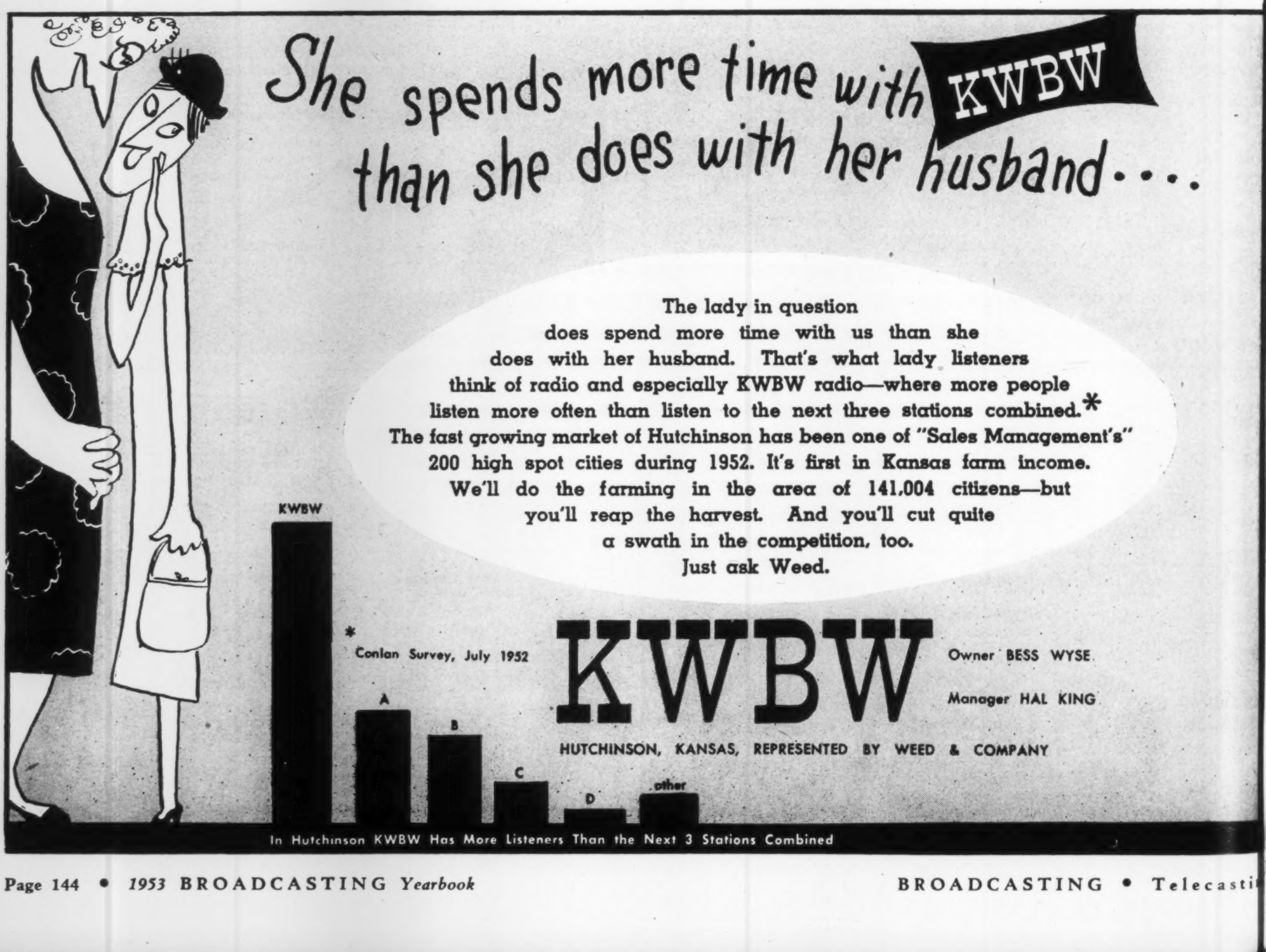
KARE 1939	1470 1,000-DA-1	Griffith-Buenning Bcstg. Co. Fifth & Kansas 2477	KBS	James M. Griffith, ptnr. & fd Paul H. Buenning, ptnr. Robert S. Nelson, cm & nd	James R. Shadduck, ce	Bill Ervin, sd	St. AP Col.

KANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Li brary, New Service Transmitte
CHANUTE							
KCRB 1952	1460 1,000-D	Cecil W. Roberts Plummer & Beech Sts. 434	KBS Conwell	Cecil W. Roberts, o Jerrell Henry, gm & ce Les Brecht, sls m	Dorothy Henry, pd & wd		UP Col.
COFFEYVILLE							
KGGF 1930	690 10,000-D 5,000-N DA-2	The Midwest Bcstg. Co. Inc. 1843	ABC Weed	Richard M. Seaton, p Robert L. Pratt, gm & pmm E. B. Spoonamore, cm	Richard S. Embody, pd J. S. Jaminet, ce Victor Lindsey, nd	Joe Cook, fd Jack Miller, sd	Wld. AP WH
COLBY							
KXXX 1947	790 5,000-D	Western Plains Bcstg. Co. Inc. 380 W. 4th St. 790	H-R Reps.	Don Searle, p Ed. Mason, vp & m Wm. A. Martin, cm	Q. McCredie, pmm V. L. Lynch, ce	Frank Frost, nd Ken Waddell, sd Helen Clark, wd	Thes., SES UP Col.
CONCORDIA							
KFRM 1948	550 5,000-D DA	Midland Bcstg. Co. KMBC Building Kansas City, Mo. Harrison 2650	CBS Free & Peters	Arthur B. Church, p George J. Higgins, vp & mgng. d Arthur B. Church Jr., adm. asst.	Roderick B. Cupp, pd C. E. Moler, ce Harold W. Storm, pmm	John Farmer, nd Phil Evans, fd Sam Molen, sd	L-W AP, UP RCA
DODGE CITY							
KGNO 1930	1370 5,000-D 1,000-N-DA-N	Dodge City Bcstg. Co. 705 Second 1370	Hagg	J. C. Denious, p Wendell Elliott, gm Herschel Holland, pd	Frank Miller, act. ce Stanley Gribble, nd & sd	Gail Hamilton, fd Frances Elliott, wd	Wld. …… G
EMPORIA							
KTSW 1939	1400 250	Emporia Bcstg. Co. Inc. Sodens Grove 3540	MBS, KBS Gill Keefe & Perna	G. F. Reed, co-o R. B. Reed, co-o Max B. Bicknell, gm & nd	John Wilks, cm Robert Krekelberg, pd Everett Thompkins, ce Morgan Kramm, fd	Robert Palmer, sd Lona McNutt, wd	Wld., The AP Col.
GARDEN CITY							
KGAR 1949	1050 1,000-D	Ark-Valley Bcstg. Co. Inc. Box 878 3041	Holman	Dr. H. C. Sartorius, p E. D. Harvey, gm & cm	Marjorie M. Nickum, pd & pmm	Robert Breeding, ce	Assoc. UP G
KIUL 1935	1240 250	Telegram Publishing Co. Inc. 4581	MBS, KBS	Robert B. Reed, p Robert Wells, gm Douglas Hough, cm	Tony Jewell, pd, fd & sd Ann Conrad, pmm & wd Gene Conjurske, ce	Wes Cook, nd	Wld. AP G
GOODLAND							
KWGB 1947	730 1,000-D	James E. Blair Goodland, Kans. 331		James E. Blair, o & gm	Bert Blair, cm	Lyle Fick, ce	Cap., Cole UP G

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.

*FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenn same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Nigh SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.*


She spends more time with KWBW than she does with her husband....
KWBW
A
B
C
D
other
KWBW

The lady in question does spend more time with us than she does with her husband. That's what lady listeners think of radio and especially KWBW radio—where more people listen more often than listen to the next three stations combined.*
The fast growing market of Hutchinson has been one of "Sales Management's" 200 high spot cities during 1952. It's first in Kansas farm income. We'll do the farming in the area of 141,004 citizens—but you'll reap the harvest. And you'll cut quite a swath in the competition, too. Just ask Weed.

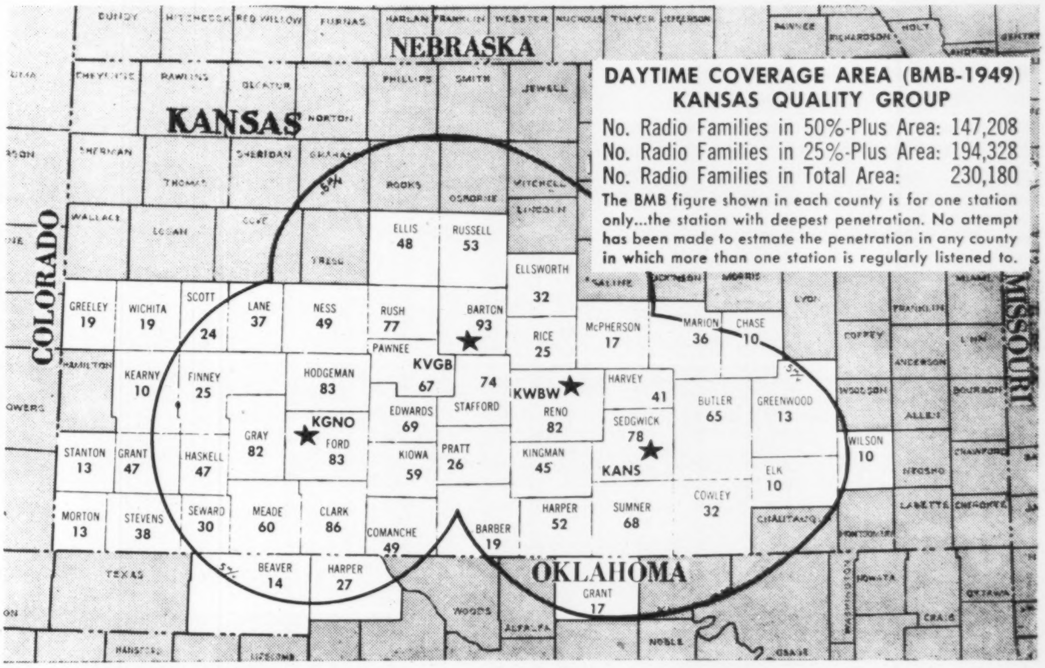
* Conlan Survey, July 1952

KWBW
Owner BESS WYSE
Manager HAL KING
HUTCHINSON, KANSAS, REPRESENTED BY WEED & COMPANY

In Hutchinson KWBW Has More Listeners Than the Next 3 Stations Combined

In 1953 . . .
for more Effective . . .
more Economical Sales
in the Great Kansas Market

USE THE
KANSAS QUALITY GROUP


NEBRASKA
KANSAS
COLORADO
MISSOURI
OKLAHOMA
TEXAS
ELLIS 48
RUSSELL 53
ELLSWORTH 32
GREELEY 19
WICHITA 19
SCOTT 24
LANE 37
NESS 49
RUSH 77
BARTON 93
RICE 25
McPHERSON 17
MARION 36
CHASE 10
KEARNY 10
FINNEY 25
HODGEMAN 83
PAWNEE
KVGB 67
74
STAFFORD
KWBW
RENO 82
HARVEY 41
BUTLER 65
GREENWOOD 13
EDWARDS 69
KGNO
GRAY 82
FORD 83
KIOWA 59
PRATT 26
KINGMAN 45
SEDGWICK 78
KANS
WILSON 10
ELK 10
STANTON 13
GRANT 47
HASKELL 47
MORTON 13
STEVENS 38
SEWARD 30
MEADE 60
CLARK 86
COMANCHE 49
BARBER 19
HARPER 52
SUMNER 68
COWLEY 32
BEAVER 14
HARPER 27
GRANT 17

DAYTIME COVERAGE AREA (BMB-1949)
KANSAS QUALITY GROUP

No. Radio Families in 50%-Plus Area:	147,208
No. Radio Families in 25%-Plus Area:	194,328
No. Radio Families in Total Area:	230,180

The BMB figure shown in each county is for one station only...the station with deepest penetration. No attempt has been made to estmate the penetration in any county in which more than one station is regularly listened to.

The Market*

The market served by the KQG is a fabulous 49-county area representing half the wealth of the entire State of Kansas.

RADIO FAMILIES	230,180
RETAIL SALES	$1,036,919,000.00
FOOD SALES	185,778,000.00
DRUG SALES	32,665,000.00
GENERAL MERCHANDISING	98,662,000.00
GROSS FARM INCOME	554,634,000.00
NUMBER OF RETAIL FOOD OUTLETS	1,806
NUMBER OF RETAIL DRUG OUTLETS	412

(NOTE: It's all NON-TV)

* Source: 1952-53 Consumer Markets.

The Group

A combination of four old, established, outstanding stations... each a driving salesman in its own area... combining their facilities to provide saturation of a tremendous market... now available with just ONE ORDER... ONE CLEARANCE... on a "spot" or wire-connected basis!

KANS • NBC • 5,000 WATTS • WICHITA
KGNO • IND • 5,000 WATTS • DODGE CITY
KVGB • NBC • 5,000 WATTS • GREAT BEND
KWBW • NBC • 250 WATTS • HUTCHINSON

KANSAS QUALITY GROUP

SALES OFFICE 1015 N. BROADWAY WICHITA, KANSAS

REPRESENTED BY

THE O. L. TAYLOR COMPANY

KANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
GREAT BEND							
KVGB 1937	1590 5,000 DA-N	KVGB Inc. 2103 Forest 4317	NBC Pearson	Helen T. Coogan, p Grover C. Cobb, vp & gm Sherwood R. Parks, asst. m	Ray Beals, pd Chester Wallack, ce	Bill Jarvis, sd & slm Jim Heaton, nd	Thes. AP Ray.
HAYS							
KAYS 1948	1400 250	KAYS Inc. 2450 Hall St. 4-2578	KBS	Frank Motz, p Bob Schmidt, gm & cm	Jim Ayres, pd & fd Glen Barnett, ce & nd	Bud Ryan, pmm Betty Schumaker, wd Bob Jenkins, sd	Thes., L-W AP RCA
HUTCHINSON							
KWBW 1935	1450 250	Nations Center Bcstg. Co. P. O. Box 1026 5202	NBC, Kansas Walker (Weed in April)	Bess Marsh Wyse, p Harold E. King, gm & cm Jack Fallon, pd, fd & pmm	James Riley, ce Bob Evans, nd	Walter Spitz, sd Lois Mattison, wd	Wld. AP Col.
KWBW-FM *1946*	*Chan. 226 (B)* *93.1mc* *1.5kw*						.... GE
KWHK 1946	1260 1,000-D 500-N DA-2	KWHK Bcstg. Co. Inc. 18 W. 5 St. 3100	Everett-McKinney	Vern Minor, gm	Gren Darling, cm	M. H. Clary, ce Jack Lynch, sd	.... AP G
INDEPENDENCE							
KIND 1947	1010 250-D	Central Bcstg. Inc. Professional Bldg. 1010	KBS	J. Nelson Rupard, p	Grace Glass, cm	James L. Teats, ce	.... AP GE
JUNCTION CITY							
KJCK 1949	1420 1,000-D	Ralph L. Weir Jr. 724 N. Washington St. 1477	KBS	Ralph L. Weir Jr., o & gm Jim Platt, cm & pmm	Ken Thomas, pm John Webb, ce Bob Snyder, nd	John Chaltas, fd Dean Curfman, sd Shirley Webster, wd	World UP Col.
KANSAS CITY							
KCKN 1925	1340 250	KCKN Bcstg. Co. 300 Waltower Bldg. Victor 3864	Capper	W. A. Bailey, p Ben Ludy, gm Joe Story, cm	George Stump, pd Max Williams, tech. sup.	Eric Tainter, nd Lewis Dickensheets, ce	St., L-W AP, UP RCA
LAWRENCE							
*KFKU 1924	1250 5,000 DA-N ST-WREN	University of Kansas 2700, Ext. 382	NAEB Tape	Franklin D. Murphy, p Edwin Browne, d	Mildred Seaman, pd R. P. Stringham, ce	Donnasue Boe, wd Merle Harmon, nd & sd	Assoc. AP, UP ....
KLWN 1951	1320 500-D	Lawrence Bcstrs. Inc. 3431		Arden Booth, gm & fd Larry Cotton, cm	Ed. Hundley, pd & sd Hal Carlson, ce	Bette Booth, wd	L-W, Thes. UP WE
LEAVENWORTH							
KCLO 1948	1410 500-D	Midwest Bcstg. System 418½ Cherokee 3620	Best	Cecil W. Roberts, p William Whitlock, gm & cm	Chet Kozak, pd & nd David L. Reed, ce	Francis Johnson, wd	L-W UP Col.
LIBERAL							
KSCB 1948	1270 1,000-D	Seward County Bcstg. Co. Inc. E. 8th St. 3891		Alf M. Landon, p Leon S. Salathiel, gm	Roy Pearce, cm Larry Filkins, pd	Wayne Pash, ce Bill Scott, sd	L-W UP Col.
MANHATTAN							
KMAN 1950	1350 500-D	Manhattan Bcstg. Co. 114 N. 4th St. 4451		Fred A. Seaton, p Ray L. Kozak, gm W. S. Friday, cm & pmm	Sam Blessing, pd & fd Herbert Lavin, ce	Marv Houtz, sd Ann Friday, wd	RCA & SES. AP G
*KSAC 1924	580 5,000-D 500-N ST-WIBW	Kansas State College 5661, ext. 219	NAEB Tape	James A. McCain, p L. L. Longsdorf, gm	Bernard P. Holbert, ce Paul DeWeese, nd	Robert Hilgendorf, fd & sd	AP RCA
KSAC-TV (CP)		Kansas State College 5661, ext. 219		(For full information see TELECASTING Yearbook)			
McPHERSON							
KNEX 1949	1540 250-D	K. R. Krehbiel 1540	KBS	Evart Mills, p Hank Dais, gm	Robert Perkins, cm Claude Hughes, ce	Chuck Gerber, nd Royce Baerg, sd	Thes. AP G
NEWTON							
KJRG (CP)	950 500-D	Geo. B. Anderson P. O. Box 460 Columbus, Neb.		George B. Anderson, o & p Robert Kent, gm			
OTTAWA							
KOFO 1949	1220 250-D	Ottawa Bcstg. Co. 20th & S. Main 1045		James N. Jobes, ptnr & gm Herbert M. Jobes, ptnr, pmm, nd, fd & sd	Thomas F. Ruble, cm Daniel W. Coltrane, pd & ce	Jimmy Cameron, sd	Cap., L-W UP G
PARSONS							
KLKC 1948	1540 250-D	Community Bcstg. Co. Inc. 1904 Broadway 4050	Magic Circle	Clyde M. Reed, Jr., p	Raeburn D. Drenner, gm, cm, pd, pmm, nd & sd	James Peters, ce	Thes., Assoc. AP Col.
PITTSBURG							
KOAM 1937	860 10,000-D 5,000-N-DA-N	Pittsburgh Bcstg. Co. Inc. P. O. Box 603 2165	NBC Pearson	E. V. Baxter, p	R. E. Wade, gm	Leo Stafford, ce Louis Martin, nd	.... AP WH
KSEK 1947	1340 250	KSEK Bcstg. Co. Inc. P. O. Box 610 742	Magic Circle Cooke	Oscar Stauffer, p Thad M. Sandstrom, gm Dale S. Helmers, cm	George Meese, pd Paul Winders, ce John Hendry, nd	Rush Evans, sd James Sturdevant, fd Joan White, wd	Thes. AP GE
PRATT							
KWSK 1952	1570 250-D	Pratt Bcstg. Co. P. O. Box 385					
SALINA							
KSAL 1937	1150 5,000 DA-N	KSAL Inc. 201 W. Iron Ave. 3701	MBS Pearson	Robert J. Laubengayer, p Ray V. Jensen, m Alfred Thompson, pd	Donald Englehardt, ce U. D. Slater, fd DeVere Nelson, sd		L-W, St. AP WE

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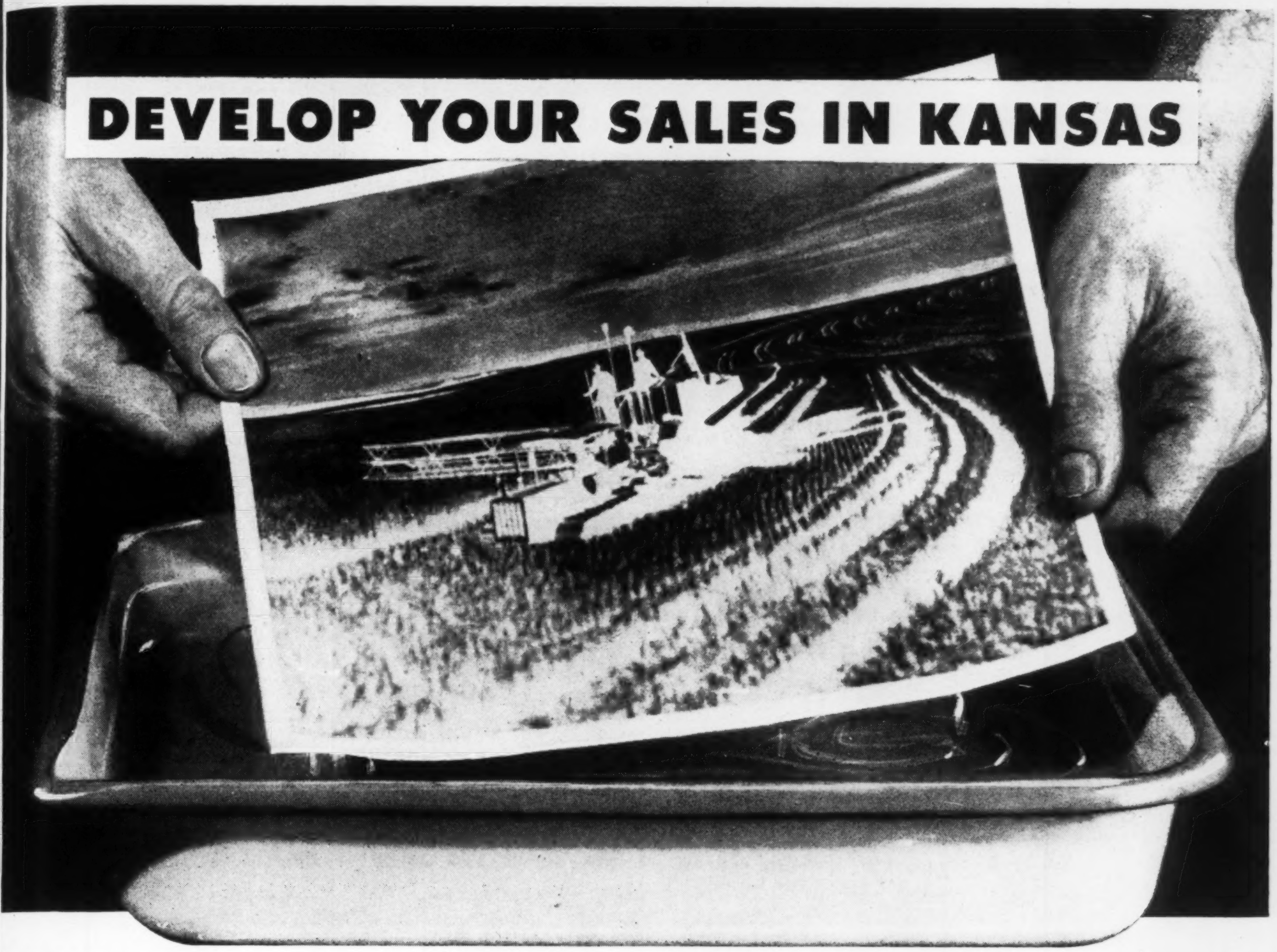
DEVELOP YOUR SALES IN KANSAS



FIRST

Remember that the economic life of Kansas revolves around the FARM. Directly or indirectly, the welfare of the majority of village, town, and even city dwellers, is dependent on AGRICULTURE. All these people earn their bread and butter by supplying the FARMER'S needs or selling the distributing products of the FARM.

SECOND

For peak sales you must reach the FARMER and his family. They're as important as the Detroit auto worker or the Pittsburgh steel worker. Your local dealers know this. They focus THEIR sales efforts on these First Families of Agriculture. They'll move more merchandise for you if your advertising pre-sells the FARMER.

THIRD

You can do the fastest, most thorough job of selling the Kansas farmer by using the station he listens to most—WIBW.* We have the ear of the farmer and his family from sunrise to midnight because WIBW is the FARM Station of Kansas and adjoining states. We always have been. We always will be.

MARKET FACTS YOU SHOULD KNOW

Last year, the gross income of each Kansas farm was $8,313.00**

Ever since our founding in 1924, farm and small town listeners have depended on WIBW for market reports, crop conditions, weather, news, and the last word in advanced farming practices.

Ownership of power machinery hits all time high . . . helps jump Kansas farm income to $1,069,775,000.00†

Person to person selling is the key to fast results for WIBW advertisers. Listeners in four states know our entertainers and announcers by their first names—flock to see them in personal appearances—**act** on their recommendations.

Last year, WIBW listeners sent us letters enclosing $205,062.71 for direct purchases or premium redemption — averaging over $1.00 for every piece of mail. That's confidence! THAT'S REAL ACTION!

Compare the sales potential of the WIBW market with any "high income" industrial area where most of the family income must be set aside for exorbitant rents and sky-rocketing living costs. Most Kansas farm families pay no rent. They live off the land. They have a higher per-capita **spendable** income. These are our listeners. They buy WIBW-advertised merchandise in preference to other brands. Let us prove it for you . . . with INCREASED SALES FOR YOUR PRODUCT.

WIBW
Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN
NEBR. KANSAS OKLA. ARK.
CBS RADIO
TOPEKA, KANSAS

Rep. Capper Publications, Inc. • Ben Ludy, Gen. Mgr. • WIBW • KCKN

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* **Kansas Radio Audience '52**
** **Consumer Markets '52-3**
† **Sales Management '52**

KANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
TOPEKA							
KJAY 1949	1440 5,000-D 1,000-N DA-2	S. H. Patterson 908 Kansas Ave. 3-1336	Forjoe	S. H. Patterson, p Norwood J. Patterson, sta. d	Wilber Upchurch, gm Roy Vernon, pd	Gale A. Totten, ce Jack Dale, sd	INS G
KTOP 1947	1490 250	Charles B. Axton 214 W. 6th St. 4-3444	MBS Pearson	Bailey Axton, p & gm Allan Curnutt, cm	Jack W. Ostrode, pd Willard H. Peterson, ce	Bob Ballard, sd Marie McKinney, wd & asst. m	Assoc. AP Col.
WIBW 1926	580 5,000 DA-N ST-KSAC	Topeka Bcstg. Assn. 1035 Topeka Blvd. 3-2377	CBS Capper	H. S. Blake, p Ben Ludy, gm Hilton Hodges, cm	Maude Carlson, pd Allan Young, pmm	Lewis Dickensheets, ce Wes Seyler, fd	L-W, St. AP, UP RCA
WREN 1927	1250 5,000 DA-N ST-KFKU	WREN Bcstg. Co. 411 W. 10th St. 2-0505	ABC Weed	Alf M. Landon, p Fred L. Conger, cm & pmm	Max Falkenstein, prog. m & sd Frank Jones, nd & fd	Dottie Paige, wd	Wld. UP WH
WICHITA							
KAKE 1947	1240 250	KAKE Bcstg. Co. Inc. 420 W. Douglas 4-9369	MBS Radio Reps.	Jack Todd, vp & gm Martin Bass, cm	Graeme Fletcher, pd & nd Harold H. Newby, ce	Bill Young, sd	Wld. AP RCA
KANS 1936	1480 5,000-D 1,000-N DA-2	Taylor Radio & Television Corp. 1015 N. Broadway 4-2387	NBC Taylor	O. L. (Ted) Taylor, p Archie J. Taylor, gm Dudley Tichenor, cm	Justin Bradshaw, pd Russell L. Lowe, pmm Max Miller, ce	George Gow, nd Vernon Reed, fd Dave Wilson, sd	Assoc. AP, UP Col.
KFBI 1923	1070 10,000-D 1,000-N DA-N	KFBI Inc. 200 E. First St. 2-1447	ABC Avery-Knodel	Howard Lane, p Hale Bondurant, gm & cm Clarence Sewell, slm	George Wells, pd B. J. Price, pmm K. W. Pyle, ce	Bob Gadberry, nd Lester Weatherwax, fd Jack Campbell, sd	Wld. AP RCA
KFH 1922	1330 5,000-DA-N	The Radio Station KFH Co. KFH Bldg. 2-4491	CBS Petry	John Rigby, p M. M. Murdock, evp Frank V. Webb, vp & gm	Thomas P. Bashaw, pd Virgil G. Hinshaw, ce Dick Gavitt, nd	Bruce Behymer, fd Hal O'Halloran, sd Ethel Jane King, wd	Cap. AP, UP WE
KFH-FM *1948*	*Chan. 262 (B)* *100.3mc* *10.5kw*						*GE*
KWBB 1951	1410 1,000 DA-2	Wichita Beacon Bcstg. P. O. Box 486 7-1265	Pearson	Louis Levand, p John M. Hall, gm John Merrell, cm	Chick Martin, pd & fd Ralph McClellan, ce Kerm Trimble, nd	Bob Mays, sd Virginia Welch, wd	Cap. Thes. AP GE

KENTUCKY

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations			Transc. Library, News Service Transmitter
ASHLAND							
WCMI 1934	1340 250	Ashland Bcstg. Co. 120 20th St. P. O. Box 949 3010	CBS Pearson	Gilmore N. Nunn, p Charles C. Warren, gm W. R. Martin, asst. m & pmm	George Marshall, pd & nd Clarence W. Weaver, ce Rudy Perez, fd	Bettye Allen, wd Dick Martin, sd	Wld., Thes. SES. UP RCA
WCMI-FM *1948*	*Chan. 229 (B)* *93.7mc* *4.4kw*						*WE*
WPTV(TV) (CP)		Polan Industries 321 8th St. P. O. Box 1720 Huntington, W. Va.		(For full information see TELECASTING Yearbook)			
BOWLING GREEN							
WKCT 1947	930 1,000-LS 500-N DA-N	Daily News Bcstg. Co. P. O. Box 727 4325	ABC McGillvra	J. Ray Gaines, p Alvis H. Temple, gm, cm & pmm Jack Eversole, pd	Haro Durham, co-eng. Jack Hendricks, co-eng. James Topmiller, nd	(Mrs.) Audrey Jackson, wd	Thes. UP G
WLBJ 1940	1410 5,000-D 1,000-N DA-2	Bowling Green Bcstg. Co. Fairview Ave. 3212-3	MBS Burn-Smith	Ken D. Given, p & gm Bob Proctor, cm & sd Bill Stamps, pd	Bill Kuznitsof, pmm Rondall Miller, ce Bartley Hagerman, nd	Jim Jones, fd Helen Griffin, wd Georgia Bates, secy.	Wld. AP G
WLBJ-FM *1948*	*Chan. 266 (B)* *101.1mc* *8.6kw*						*GE*
CAMPBELLSVILLE							
WLCK 1951	1450 250	Taylor Bcstg. Co. Inc. P. O. Box 248 380		Redman Turner, p & gm Lindsey Harden, cm	Dean Harden, pd J. B. Crawley, ce & asst. m	Doris Holt, wd	Cole, L-W UP G
WTCO 1948	1150 1,000-D	So. Central Kentucky Bcstg. Co. 203 E. Main St. 250		H. T. Parrott, p James Shacklette, secy.-treas., gm & pd	Frank Hayden, cm & sd Howard Barrett, ce	Hank Murry, nd Elwanda Miller, wd	Wld., SES. UP G
COLUMBIA							
WAIN 1951	1270 1,000-D	Tri-County Radio Bcstg. 1270 Wain St. 4111	KBS	S. C. Bybee, p, gm & fd Lanier Burchett, cm & pmm Oris Gowen, pd	Lewis Owens, ce & sd Dishman C. Mullins, nd	Martha Tupman, wd	Thes., Ma UP G
CORBIN							
WCTT 1947	680 1,000 DA-N	Corbin Times-Tribune Inc. Corbin 1071	MBS, KBS	J. Springer Robinson, p John L. Crawford, gm S. G. Hembree, cm & pmm	Kenneth Z. Turner, pd Russell Henson, ce & nd Archie Wyatt, sd	Ruth Mauney, wd	Wld. AP G
COVINGTON							
WZIP 1947	1050 250-D	WZIP Inc. 6th & Madison Juniper 5300	KBS	Arthur L. Eilerman, p, gm & cm Edwin C. Toleman, pd & ce Walter Rehbaum, nd	Ralph Lawson, sd Raymond L. Scott, fd	Carmen G. Eilerman, wd	AP RCA
CUMBERLAND							
WCPM 1951	1490 250	Blanfox Radio Co. Inc. Brown St. 260	KBS, MBS	R. B. Helms, p Murry Woroner, sm, cm, ce & nd	Jay Barlow, asst. m, pd & sd	Jean Estep, wd	Thes. UP Col.
DANVILLE							
WHIR 1947	1230 250	Commonwealth Bcstg. P. O. Box 234 1230	KBS Holman	W. T. Isaac, p & cm	David B. Highbaugh, pd, nd & fd	Henry C. Lovell, ce	Wld. UP Col.
ELIZABETHTOWN							
WIEL 1950	1400 250	Elizabethtown Bcstg. Co. 5151-5152	KBS	Dee Huddleston, gm, nd fd & sd	Thomas Moore Baldwin, ce	Fran Hicks, wd	Assoc. UP Col.

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XUM

"Take a memo about RADIO in KENTUCKY!"

The Louisville trading area is still by far the most important market in Kentucky. By *far*. With 5,000 watts, WAVE covers this area *thoroughly*—without competing with dozens of other Kentucky and Indiana radio stations which are naturally popular in their own cities.

Result: WAVE gives you top-notch coverage—at lowest cost.

55.3% of Kentucky's retail sales are made in WAVE's daytime area—and you need *several* other stations to get the remaining 44.7%.

In addition to the Kentucky area, WAVE gets an important chunk of Southern Indiana, with another quarter billion dollars in effective buying income.

WAVE-area audience in "family-hour-per-week" gives the amazing total of 5,142,000 hours a week devoted to radio! That's many more hours than are devoted to TV—310.7% more hours than to newspapers.

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., *Exclusive National Representatives*

KENTUCKY—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
FRANKFORT							
WFKY 1946	1490 250	Frankfort Bcstg. Co. Kentucky Ave. Ext. 4-8281	MBS, KBS Burn-Smith	Ken Hart, p, gm & cm Richard Goddard, ce, nd & sd	Bob Beasley, pd & fd	Mary Flynn, wd	Wld. UP WE
FULTON							
WFUL 1951	1270 1,000-D	Ken-Tenn Bcstg. Corp. P. O. Box 482 1270		Dr. R. W. Bushart, p Jack A. Dill, gm, pd & sd John Latham, cm	Eugene Moore, ce & fd Art Brauner, nd	Edith Moore, wd	Thes. UP G
GLASGOW							
WKAY 1946	1490 250	Glasgow Bcstg. Co. 2141		Caroline Biggers, pd	C. H. Hulse Jr., ce Freeman Cherry, fd	Opal Cherry, wd	SES. UP WE
HARLAN							
WHLN 1941	1230 250	Blanfox Radio Co., Inc. 625	MBS, KBS Burn-Smith	R. B. Helms, co-o & gm J. Francke Fox, co-o & ce	James Morgan, cm Nell Bradford, pd	Lois Barthell, traffic m Cawood Ledford, sd	Thes. UP G
HAZARD							
WKIC 1947	1340 250	BMG Bcstg. Corp. Peoples Bank Bldg. 720	MBS, KBS	Fred B. Bullard, p Richard H. Goodlette, secy.-treas. & gm	Chas. W. Metcalf, vp, pd & nd Bob Mansfield, cm & sd	Norma J. Strong, pmm Marvin E. Young, ce	Wld. AP Col.
HENDERSON							
WEHT(TV) (CP)		Ohio Valley Television Co. Route 3, Henderson	(For full information see TELECASTING Yearbook)				
WSON 1941	860 500-D	Henderson Bcstg. Co. Route No. 3 Zion Rd. 3923	MBS, KBS Meeker	H. S. Lackey, p, gm, cm & nd Martin E. Schaeffer, pd	Robt. M. Cleveland, ce & fd Dorothy McCormick, pmm & wd	Chas. A. Blake, sd	Wld. UP G
WSON-FM *1946*	*Chan. 258* *99.5mc* *20kw*						.... *Fed.*
HOPKINSVILLE							
WHOP 1940	1230 250	Hopkinsville Bcstg. Co. Cadiz Rd. 1025	CBS Meeker	F. Ernest Lackey, p & gm Katherine G. Peden, cm Margaret Wyatt, pd & pmm	Leo Y. Wilson, ce & sd James Pasteur, nd & fd	Bonnie B. Lackey, wd	Thes. UP
WHOP-FM *1948*	*Chan. 254 (B)* *98.7mc* *8.8kw*						*GE*
LEXINGTON							
WLAP 1922	630 5,000-D 1,000-N-DA-2	American Bcstg. Corp. Radio Bldg. 3-2727	ABC Pearson	Gilmore N. Nunn, p J. E. Willis, vp & gm Miller A. Welch, asst. m	Henry Allin, pd Joe C. DeLong, pmm Henry C. Locklar, ce	Sue Ann Fenimore, nd J. B. Faulconer, sd Bette Maxwell, wd	Wld. UP WE
WLAP-FM *1950*	*Chan. 233 (B)* *94.5mc* *4.6kw*						
WLEX 1946	1300 1,000 DA-N	Central Ky. Bcstg. Co. Campbell House 3-0433	KBS Forjoe	J. D. Gay Jr., p H. G. Bell, secy.-treas.	J. L. Brownell Sr., gm & cm J. L. Brownell Jr., pd	William Yount, ce	L-W, Mac. AP WE
WVLK 1947	590 1,000 DA-1	Bluegrass Bcstg. Co. Inc. Phoenix Hotel 2-7177	MBS Burn-Smith	Garvice D. Kincaid, p Donald J. Horton, vp & gm Ted Grizzard, secy. & sta. d	Lynn E. Knox, cm O. C. Halyard Jr., pd & fd Paul Dunbar, ce	George T. Webb, pmm Charles R. Shueffett, nd Claude Sullivan, sd Mimi Chander, wd	Thes. AP G
LOUISVILLE							
WAVE 1933	970 5,000 DA-1	WAVE Inc. 334 E. Broadway Wabash 2201	NBC Free & Peters	George W. Norton Jr., p Nathan Lord, gm LaVell Waltman, cm	James Caldwell, pd Charles W. Hill, pmm Wilbur Hudson, ce	Hugh Sutton, nd Ed Kallay, sd	St., Thes. AP ....
WAVE-TV 1948		WAVE Inc. 334 E. Broadway Wabash 2201	(For full information see TELECASTING Yearbook)				
WGRC 1936	790 5,000-LS 1,000-N DA-2	Northside Bcstg. Co. Kentucky Home Life Bldg. Wabash 8871	Walker	J. Porter Smith, p Charles L. Harris, gm Tom Underwood, cm & pmm	Ward Hatcher, pd W. J. Morrison, ce Jack Donnell, nd	Jerry East, fd Gerald Brown, sd Agnes Burke, wd	L-W UP Fed.
WHAS 1922	840 50,000	WHAS Inc. 525 W. Broadway Wabash 2211	CBS Christal	Barry Bingham, p Victor A. Sholis, gm Neil Cline, asst. gm	Samuel H. Gifford, pd John Fouts, slm Orrin W. Towner, ce	Richard Oberlin, nd Burnis Arnold, fd Jim Finegan, sd	L-W AP WE
WHAS-TV 1950		WHAS Inc. 525 W. Broadway Wabash 2211	(For full information see TELECASTING Yearbook)				
WINN 1940	1240 250	Kentucky Bcstg. Corp. Earle Hotel Wabash 5148	KBS Taylor	Harry McTigue, p & gm Glenn Snyder, vp Oldham Clarke, secy.	Jesse Chambers, treas. Chas. Schacht, cm George Patridge, pd & nd	Melvin Scarsdale, ce Helen Roberts, pmm James McIntyre, sd	.... UP Col.
WKLO 1948	1080 5,000-D 1,000-N DA-2	Mid-America Bcstg. Corp. Henry Clay Hotel Clay 4441	ABC Blair	Emanuel Levi, p Joe Eaton, gm Russell J. Pirkey, cm	Mary Louise Moore, pd D. C. Summerford, ce Jean Clos, nd	Charles Farmer, fd Mark Halleck, sd Kay Lowe, wd	.... UP WE
WKLO-TV (CP)		Mid-America Bcstg. Corp. Henry Clay Hotel Clay 4441	(For full information see TELECASTING Yearbook)				
WKYW 1947	900 1,000-D	Radio Kentucky Inc. 431 W. Jefferson St. Clay 4811	Burn-Smith	F. Eugene Sandford, p & treas. E. E. S. Weldon, vp & sm	H. Parker Smith, cm Harry Lockhart, pd	Clovis Sadler, ce S. A. Cisler Jr., vp opers.	Cap., St. AP WE
WLOU 1948	1350 1,000-D	Robert W. Rounsaville 3149 S. Third St. Calhoun 3680	Forjoe Dora-Clayton	Robert W. Rounsaville, o & gm William R. Wagner, sm Johnny Martin, pd	Lee Smith, cm Paul B. Cram, tech. d Steve Dawson, ce	Arthur McCoo, nd Jack Gibson, fd Helen Stout, wd	.... AP ....
MADISONVILLE							
WFMW 1950	730 250-D	Messenger Bcstg. Co. Inc. Main & Center Sts. 1885	KBS Continental	Edgar Arnold Sr., p H. W. Wells, gm & fd Elmer L. Kelley, cm, sd & pmm	Richard T. Harris, pd Evers Mick, ce Edgar Arnold Jr., nd	Helen Murphey, wd Carl L. Merredith, mus. d	Cap., St. Thes. UP G
WFMW-FM *1948*	*Chan. 230 (B)* *93.9mc* *2.85kw*						*RCA*
MAYFIELD							
WKTM 1946	1050 1,000-D	Mayfield Bcstg. Co. Inc. W. Broadway 46	KBS Sears & Ayer	Wayne R. Morgan, gm	Joe H. McNeilly, pd, nd & sd	Jos. M. Hargrove, ce Hallie Vandergriff, wd	Thes. UP G
WNGO 1947	1320 1,000-D	West Kentucky Bcstg. Co. 1597		H. M. Suthard, p T. E. Brewer, gm Carl Leigh, cm	Otis L. Davis, pd & fd Ben Dixon, ce Bob Lee, pmm, nd & sd	Betty Steinfield, wd	Cap. AP G

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Go where there's growth . . . Go WHAS!

WHAS-Radio, with its 50,000 watt, 1A clear-channel signal, serves all of Kentuckiana . . . one of America's fastest growing markets. The WHAS audience is unmatched by any station or group of stations in the entire area.*

*Benson & Benson Diary Study

CBS

WHAS
Louisville, Kentucky

Represented nationally by
Henry I. Christal Co., New York, Chicago.

WHAS-TV
Louisville, Kentucky

Represented nationally by
Harrington, Righter & Parsons, Inc.
New York, Chicago, San Francisco.

AND NOW A NEW TELEVISION MARKET . . .

A whole new television market has been opened up for WHAS-TV advertisers. As the first in Kentucky to go to maximum power, WHAS-TV brings a great new market within the reach of television.

Associated with the
Courier-Journal & Louisville Times

Victor A. Sholis, *Director*
Neil D. Cline, *Assistant Director*

KENTUCKY—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
MAYSVILLE							
WFTM 1948	1240 250	Standard Tobacco Co. Inc. 626 Forest Ave. 1400	MBS	Charles P. Larke, co-o J. M. Finch Jr., co-o John W. Betts, gm	Horace Simpson, cm Gene A. Waters, pd Harvey L. Cross, ce	Wayne Bell, nd J. Scott True, fd Earl D. Jones, sd Dorothy Wood, wd	Wld. UP G
MIDDLESBORO							
WMIK 1948	560 500-D	Cumberland Gap Bcstg. Co. N. 19th St. 980	KBS Holman	Dr. U. G. Brummett, p H. Webster Taylor, gm Maurice K. Henry, cm	William H. Baker, pd & nd Talmadge England, ce	Halene Green, wd	Thes. UP G
MURRAY							
WNBS 1948	1340 250	Murray Bcstg. Co. Inc. P. O. Box 548 1340		H. T. Waldrop, o & p Ed Griffin, m	Troy Glidwell, cm, pd & sd	Otis Cohoon, ce	.... AP WE
NEWPORT							
WNOP 1948	740 1,000-D-DA	Tri-City Bcstg. Co. 606 Monmouth St. Juniper 7100		James G. Lang, p Ann Rolfes Lang, gm Ralph D. Nunn, pd & nd	Joshua Bortz, ce Robert Weis, sd	Rosemary Martin, wd	.... UP Ray.
OWENSBORO							
WOMI 1938	1490 250	Owensboro Bcstg. Co. Byers Ave. & Livermore Rd. 3-1558	MBS Burn-Smith	Lawrence W. Hager, p Hugh O. Potter, gm, cm, pmm & nd	Cliffordean Potter, pd & wd Harold I. Peters, ce	William Armstrong, sd	Thes. AP RCA
WOMI-FM *1948*	*Chan. 223 (B)* *92.5mc* *60kw*						*GE*
WVJS 1947	1420 1,000-DA-2	Owensboro on the Air Inc. 324 Allen St. 3-3521	Rambeau	Vincent J. Steele, p Malcolm Greep, vp & gm John T. Rutledge, asst. gm & cm	Lawrence W. Adams, pd & nd Leola C. Hayden, pmm Earl Jagoe, ce	Chas. C. Steele, prod. d Irene May, wd LeRoy Woodward, sd	Wld. UP GE
WVJS-FM *1948*	*Chan. 241* *96.1mc* *45kw*						
PADUCAH							
WKYB 1946	570 1,000-D 500-N-DA-2	WKYB Inc. 504 Kentucky Ave. 2-1678	NBC Pearson	E. J. Paxton Jr., p & gm Sam Livingston, cm	Joe Knight, pd, nd & fd C. G. Sims, ce	Pat Paxton, wd	Wld. AP RCA
WKYC(FM) *1947*	*Chan. 227 (B)* *93.3mc* *31kw*	*(WKYB, AM affiliate)*					
WPAD 1930	1450 250	Paducah Bcstg. Co. Inc. 4th & Broadway 2-8231	CBS Meeker	Pierce E. Lackey, p Prewitt Lackey, gm Linn Wolff, cm	Ray Mofield, asst. gm, pmm, nd, fd & sd U. C. Morris, ce	Martha Ward, wd	L-W UP G
WPAD-FM *1946*	*Chan. 245 (B)* *96.9mc* *17kw*						.... *Fed.*
PAINTSVILLE							
WSIP 1949	1490 250	Big Sandy Bcstg. Co. Meade Bldg. 1196	MBS	Ted Arnold Silvert, ptnr. & gm Escom Chandler, ptnr.	Eugene Baldridge, ce Robert L. Marsh, nd	Bill Barker, fd	Thes. UP Ray.
PIKEVILLE							
WLSI 1949	900 1,000-D	Cumberland Pub. Co. 456		W. J. Ward, p Roy E. Alexander, gm, cm, & pmm	Stewart O'dell, pd & nd Guy Ferrell, ce	Harry Ladas, fd & sd Edna Mae Aders, wd	L-W UP G
WPKE 1949	1240 250	East Kentucky Bcstg. Corp. 1280	MBS, KBS Continental	Clyde Childers Jr., p C. Edward Damron, gm & cm	Al Kahn, pd, pmm & sd Edwin Meek, ce	George Hale, nd Imogene Owens, wd	SES. AP RCA
PRESTONSBURG							
WPRT 1952	960 1,000-D	Kentucky Mt. Bcstg. Co.		D. C. Stephens, p Rex Osborne, gm & pmm	Edwin P. Healy, ce	Mrs. D. C. Stephens, wd	Mac. UP Col.
WKRF (CP)	1270 1,000-D	Elkhorn Bcstg. Corp.					
PRINCETON							
WPKY 1950	1580 250-D	Princeton Bcstg. Co. U. S. Hgwy. No. 62 2072	MBS, KBS	Leslie Goodaker, o & m James H. Johnson, cm	Mrs. Leslie Goodaker, pd Marvin Mahoney, ce	Gid S. Poole, sd	.... AP G
SOMERSET							
WSFC 1947	1240 250	Southeastern Bcstg. Co. P. O. Box 526 1240	MBS Colton	Mike Layman, p & gm Don Orwin, cm	John A. Hartnett, pd Ralph F. Denton, ce	Robert J. Haney, sd	Wld. UP G
VANCLEVE							
WMTC 1948	730 1,000-D	Kentucky Mountain Holiness Assn. Vancleve 3		Dr. Lela G. McConnell, p Wilfred Fisher, gm & cm	Violet Pearson, pd & wd Kenneth Amspaugh, ce	Louis Bouck, pdm & nd Arlyn Moore, fd & sd	Wld. AP Ray.
WHITESBURG							
WTCW (CP)	920 1,000-D	Ky.-Va. Bcstg. Corp. 2742		Charles F. Trivette, p	Kenneth J. Crosthwait, vp, gm, pd & pmm		.... UP G

LOUISIANA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
ABBEVILLE							
KROF 1948	960 1,000-D	Abbeville Bcstg. Service Inc. P. O. Box 620 960		George P. Martin, secy.-treas., gm & ce	Ebba Lou Martin, pd		Wld. .... WE
ALEXANDRIA							
KALB 1935	580 5,000-D 1,000-N-DA-N	Alex. Bcstg. Co. Inc. 6th at Washington 3-2543	ABC Louisiana Weed	Walter H. Allen, p Willard L. Cobb, gm Walter Melson, cm T. B. Lanford, secy.-treas.	Alex Marchand, pd Vivian Close, pmm & wd Jesse R. Sexton, ce (Mrs.) Zulma O'Quinn, nd	Eugene Miller, fd Dave Chapman, sd	Wld., Mac. AP, UP RCA
KALB-FM *1948*	*Ch. 245 (A)* *96.9mc* *11kw*						
KSYL 1947	970 1,000 DA-N	KSYL Inc. Hiway 71 at Bolton Ave. 6611	NBC Everett-McKinney	Milton Fox, p & co-o, cm Harold Wheelahan, vp & co-o Virgil G. Evans, gm	Bruce Rainey, pd Terrie Shute Raye, pmm & wd Thomas Marhefka, ce	Tom Journeay, n & fd Dick Biondi, sd	L-W AP G

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BASTROP							
KTRY 1948	730 250-D	Morehouse Bcstg. Co. 217 S. Washington 1400	KBS	Nathan Bolton, ptnr. A. R. McCleary, ptnr. Bill Davis, gm	G. I. Johnson, cm Carl Livingston, p & nd S. E. Eckhardt, ce	Bettye Beasley, wd	Wld., Assoc UP G
BATON ROUGE							
WAFB 1948	1460 5,000-D 1,000-N-DA-N	Modern Bcstg. Co. Guaranty Income Life Bldg. 4-8571	MBS	Tom E. Gibbens, vp & gm Dick Cousins, pmm	Don Allan, ce John Ferguson, n & sd	Gordon London, fd	AP RCA
WAFB-FM 1948	*Ch. 282 (B)* *104.3mc* *3kw*	*Modern Bcstg. Co. of Baton Rouge Inc.* *Guaranty Income Life Bldg.* *4-8571*					*Thes.* *AP*
WAFB-TV (CP)				(For full information see TELECASTING Yearbook)			
WIBR 1948	1300 1,000-DA-2	Community Bcstg. Co. P. O. Box 1226 4-9493	Walker	G. T. Owen, co-o Owen W. Ware, co-o Robert Earle, gm	Roger Davison, cm Scott W. Erwin, pd	E. E. Case, ce John Coburn, sd	L-W, St. UP Col.
WJBO 1934	1150 5,000 DA-1	Baton Rouge Bcstg. 444 Florida St. 2-5271	NBC Louisiana Hollingbery	Douglas L. Manship, p J. Roy Dabadie, vp & gm Charles C. Garvey, slm	Ralph Sims, pd & pmm Vernon E. Dudley, ce Charles P. Manship Jr., secy.-treas.	Robert H. Scearce, n & sd Margaret Welsh, wd	Wld. AP, UP RCA
WBRL(FM) 1941	*Ch. 251 (A)* *98.1mc* *7.6kw*	*(WJBO, AM affiliate)*					*WE*
WLCS 1946	910 1,000-DA-1	Air Waves Inc. 204 North St. 2-4411	ABC Rambeau	R. F. Cangelosi, p Earl H. Smith, vp & gm Lamar Simmons, cm	Mark O'Brien, pd Ed Van Valkenburg, ce Tony Billingham, nd	Jerry Breaux, sd Helen Macey Jennings, wd	Assoc. AP, INS G
WLCS-FM 1948	*Ch. 266 (B)* *101.1mc* *0.68kw*						
WXOK (CP)	1260 1,000-D	Capital City Bcstg. Co.		William C. Moss, co-o Dorothy Moss Siegelin, co-o	John H. Knight, cm Bernard Behrendt, pd	Donald Quave, ce	Wld. AP
----TV (CP)		Capital Television & Bcstg. Co. 204 E. 6th St. Erie, Pa.		(For full information see TELECASTING Yearbook)			
BOGALUSA							
WIKC 1947	1490 250	Enterprise Publ. Co. 605 N. Rio Grande St. 1490		Curt Siegelin, gm			
CROWLEY							
KSIG 1947	1450 250	Acadia Bcstg. Co. 101 N. Parkerson Ave. 1450	Louisiana	Maxwell J. Thomas, p B. Hillman Bailey, Jr., gm Edmond M. Keim, cm & sd	Louis M. Basso, Jr., co-pd Daniel E. Rogers, co-pd G. L. Newman Jr., ce	Alden C. Sonnier, nd Lee Sumner, fd Loycia Aguillard, wd	AP G
DeRIDDER							
KDLA 1951	1010 1,000-D	Sabine Bcstg. Co. P. O. Box 46 7600	KBS	Cyril W. Reddoch, p & co-o & gm John B. McCrary, co-o Ralph L. Hooks, cm	Ted Thompson, pd Klien Evans, ce Edmond Jones, traffic m & sd	William Lynch, nd Roy Burnett, fd	UP G
EUNICE							
KEUN 1952	1490 250	Tri-Parish Bcstg. Co. Box 789 3041		Vincent Riehl, p John A. Chauvin, gm	Chris Duplechain, cm Roger Duhon, pd	Billy Bland, ce Ella Granger, wd	Wld. AP Collins
HAMMOND							
WIHL 1947	730 250-D CP: 1400 250	Cefalu Radio Station 205½ E. Thomas St. 960	KBS	Nick Cefalu, p & co-o Anthony Cefalu, co-o J. K. Ferris, g & cm	George Bonnell, p, n & sd & pmm Jacob R. Webb, ce	(Mrs.) Alice Terry, traffic m	AP G

dynamic progress . . .

. . . that's what you like about the South's

Baton Rouge

The market's rapid growth is attested by these facts:

- Retail Sales: up 597% in the last decade
- Population: up 257% in the last decade
- Housing units: up 101% in the last 12 years
- Effective buying income, family (1951): $6,079
- Value of industrial expansion now in progress: $176,655,483.

Serving a retail trading zone of 316,539 persons, Baton Rouge typifies the South's industrial and agricultural growth. In addition to the concentration of petroleum, chemical, and 200 other diversified industries, Baton Rouge is the state capital, the home of Louisiana State University, and, although 240 miles inland, an important deep water port—the 16th in the nation.

To expand your sales in this expanding area, use WJBO, the powerhouse station of Baton Rouge.

NBC's 5,000 watt affiliate in Baton Rouge, La.

WJBO
WBRL (FM)

AFFILIATED WITH THE STATE-TIMES AND MORNING ADVOCATE
FURTHER DATA FROM OUR NATIONAL REPRESENTATIVES
GEORGE P. HOLLINGBERY CO.

LOUISIANA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
HOUMA							
KCIL 1946	1490 250	Charles Wilbur Lamar Jr. P. O. Box 1031 6828	NBC	Charles Wilbur Lamar Jr., p Frank E. King, Jr., gm Raymond A. Saadi, cm	Phyllis R. Davis, pd Samuel A. Eaton, pmm Lee E. Emmons, ce	Earl Herron, nd Mack Russo, f & sd Pat Saadi, wd	Wld., SES. AP G
JENNINGS							
KJEF 1950	1290 500-DA-N	Jennings Bcstg. Co. Inc. 1521 Lake Arthur Ave. 1155		Max Thomas, p Clovis L. Bailey, gm Jerry Dugas, cm	Al Viguerie, pd Paul Lejeune, pmm Ed Barton, ce	Jackie Todd Bertrand, traffic & office m, wd Howard Hoag, sd	UP G
LAFAYETTE							
KLFY 1950	1420 1,000-D 500-N-DA-N	Camellia Bcstg. Co. Inc. Simcoe & Bienville Sts. 8-9494	MBS Rambeau	Paul H. De Clouet, p W. A. Patton, gm & sd John H. Selleck, p & nd	J. W. Corcoran, pmm W. H. Bland, Jr., ce Garland Bonin, fd	(Mrs.) Mildred Bland, wd	Cap., Wld. UP GE
KVOL 1935	1330 1,000-DA-N	Evangeline Bcstg. Co. P. O. Box 1070 5-6426	NBC Meeker	George H. Thomas, gm Evan H. Hughes, m, prog. m, & nd Donald E. Metz, p & sd	Tom Pears, cm Louis P. Pilcher, ce Al Terry, fd	Rowena Castille, wd	L-W AP Col.
KVOL-FM *1949*	*Ch. 241 (B)* *96.1mc* *15kw*						*RCA*
LAKE CHARLES							
KAOK 1947	1400 250	KAOK, Inc. P. O. Box 1399 6-7541	MBS Forjoe	Jules J. Paglin, p Tom Gresham, co-m & pmm Roy Rhodes, co-m & pd	Stanley W. Ray Jr., sta. d Levance Carson, ce Don Paevey, nd	Sam Tarleton, sd Rose Weimar, wd	Assoc. UP Ray.
KLOU 1947	1580 1,000-DA-1	The Pelican Bcstg. Co. Inc. 203 W. Clarence St. 6-7277	CBS Louisiana Pearson	Sara M. Anderson, o & mgng. d John L. Vath, p & gm	Sidney H. Morse, pd & sd Ernest J. Vincent, ce	Keith Rush, n & fd Annelle H. Bulechek, wd	Thes. AP
KPLC 1935	1470 5,000-D 1,000-N DA-N	Calcasieu Bcstg. Co. Majectic Hotel 2713	NBC Louisiana Weed	T. B. Lanford, p David Wilson, gm Pelham E. Mills Jr., cm	Robert E. Weimar, pd Robert Thompson, pmm A. B. Craft, Jr., ce	Jim Cathey, nd John H. Allen, sd Eleanor Wagner, wd	Wld. AP, UP RCA
——(TV) (CP)		Southland Telecasters P.O. Box 30 Baton Rouge, La.		(For full information see TELECASTING Yearbook)			
MINDEN							
KAPK 1952	1240 100	Parish Bcstg. Corp. Lakeshore Dr. 1985		Anita P. Kirsch, p Ven F. Marshall, gm, n & sd	Paul Howard, cm Laura Dial, pd & pmm	Joel E. Wharton, ce	UP Col.
MONROE							
KLIC 1950	1230 250	Dr. Frank P. Cerniglia Strauss Bldg. 3-4617	MBS	Dr. Frank P. Cerniglia, p & gm Ray Whitworth, cm	John Lacy, pd Eddie Langill, pmm	Lonnie Licata, ce	Cap. UP Col.

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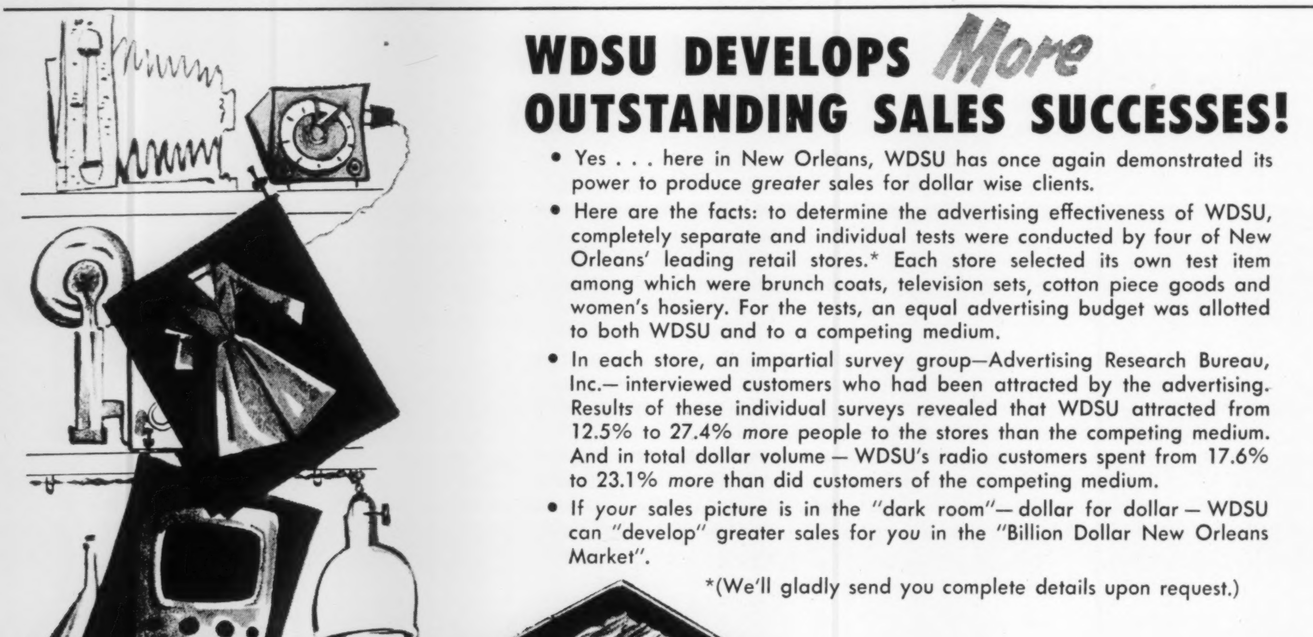

WDSU DEVELOPS *More* OUTSTANDING SALES SUCCESSES!

- Yes . . . here in New Orleans, WDSU has once again demonstrated its power to produce *greater* sales for dollar wise clients.
- Here are the facts: to determine the advertising effectiveness of WDSU, completely separate and individual tests were conducted by four of New Orleans' leading retail stores.* Each store selected its own test item among which were brunch coats, television sets, cotton piece goods and women's hosiery. For the tests, an equal advertising budget was allotted to both WDSU and to a competing medium.
- In each store, an impartial survey group—Advertising Research Bureau, Inc.— interviewed customers who had been attracted by the advertising. Results of these individual surveys revealed that WDSU attracted from 12.5% to 27.4% *more* people to the stores than the competing medium. And in total dollar volume — WDSU's radio customers spent from 17.6% to 23.1% *more* than did customers of the competing medium.
- If *your* sales picture is in the "dark room"— dollar for dollar — WDSU can "develop" greater sales for *you* in the "Billion Dollar New Orleans Market".

*(We'll gladly send you complete details upon request.)

KMLB 1930	1440 5,000-D 1,000-DA-N	Liners Bcstg. Station P. O. Box 1723 7161	ABC Taylor	Mrs. Robert Gaston, p Charles Price, vp, g & cm, nd	James Plaisance, pd Charles Morn, pmm O. L. Morgan, ce	Dallas Wales, fd Laurence Gibbs, sd Ibbie Elliget, wd	Thes. AP G
KMLB-FM *1947*	*Ch. 281 (A)* *104.1mc* *17kw*						G
KNOE 1944	1390 5,000-DA-N	James A. Noe Sr. Barnhardt Bldg. 8155	NBC H-R Reps.	James A. Noe Sr., p Paul H. Goldman, gm & cm (Mrs.) Ann Berhard, treas.	Irving Zeidman, asst. m, p n & sd Jack Ratliff, ce	Jack Smith, fd Beth Breese, wd	L-W AP RCA
KNOE-TV (CP)		James A. Noe Sr. Barnhardt Bldg. 8155		(For full information see TELECASTING Yearbook)			
____(TV) (CP)		Delta Television Inc. 3078 Desiard St.		(For full information see TELECASTING Yearbook)			
NATCHITOCHES							
KWCJ 1947	1450 250	Natchitoches Bcstg. Co. P. O. Box 232 2353		Dr. Wm. H. Pierson, p			
NEW IBERIA							
KANE 1946	1240 250	New Iberia Bcstg. Co. P. O. Box 383 965	ABC	Mrs. George H. Thomas ptnr. & gm Dierrell Hamm, m Johnny Stafford, cm	Donald Bonin, p, n & sd A. Hall Allen, pmm Merle Case, ce	Kearney Escagne, fd Harriet Prosper, wd	Cap. AP Col.
KVIM 1951	1360 1,000-D	Paul Cochran P. O. Box 50 2121		Paul Cochran, p John Coco, gm Alice Lee, pd	Jay Burnett, pmm Linton D. Hargreaves, ce Lynn Hargreaves, nd	Ned Guilbeau, fd Jim Wynn, sd	Assoc. UP WE
NEW ORLEANS							
WBOK 1951	800 1,000-D-DA	WBOK, Inc. 505 Baronne St. Tulane 5363	Forjoe	Jules J. Paglin, p Stanley W. Ray, Jr., gm Fred Schwarz, cm	Edward Prendergast, pd & asst. m Warren Gilpin, ce Earl Dauls, nd	Ed Bishop, fd Betty Lyons, wd	UP G
WDSU 1923	1280 5,000-DA-1	WDSU Bcstg. Corp. 520 Royal St. Tulane 4371	NBC Louisiana Blair	Edgar B. Stern Jr., p Robert D. Swezey, gm Lester E. Kabacoff, secy.-treas. Stanley Holiday, op, mgr	A. Louis Read, vp & cm William Ellwell, pd Tom Hicks, prog. m Guy Batson, nd	Lindsey Riddle, ce Marion Annenberg, pmm Joseph C. Beal, pdm Mel Leavitt, sd Mary Francis Morgan, wd	Wld., Cap. AP, UP RCA
WDSU-FM *1949*	*Ch. 287 (B)* *105.3mc* *17kw*						
WDSU-TV 1948		(For full information see TELECASTING Yearbook)					*GE*
WJBW 1926	1230 250	Louise C. Carlson Cigali Bldg. 3488	Rambeau	(Mrs.) Louise C. Carlson, p, o, & gm Edward C. Carlson, asst. m Jim Landry, pd Mary Lyle, secy.	Harry Nigocia, pmm F. J. Recely, ce John Nichols, nd	I. Delp, fd M. Mullins, sd J. Till, wd	AP GE
WJMR 1946	990 250-D	Supreme Bcstg. Co. Jung Hotel Canal 0356		Chester F. Owens, p James E. Gordon, vp & gm	George A. Mayoral, evp Patrick J. Shannon, sm	Tom Abbott, pd	
WRCM (FM) *1946*	*Chan. 246 (B)* *97.1mc* *61kw*	*(WJMR, AM Affiliate)*					
WMRY 1950	600 500-D	Southland Bcstg. Co. 2107 Dryades St. Tulane 4841		Lester Kamin, p Mort Silverman, g & cm Larry McKinley, p, n & sd	Ruth Banks Hoffman, pmm Samuel Perkins, ce John Revisore, loc. slm	Laura Lane, wd June Carter, exec. asst.	UP Col.
WNOE 1922	1060 50,000-D 5,000-N DA-2	James A. Noe St. Charles Hotel Raymond 0423	MBS Headley-Reed	James A. Noe, p, o Benton Paschall, gm Paul Beville, cm	Beverly Brown, pd Eldon Durand, pmm Ray Boyd, tech. d	A. J. Bourgeois, ce Larry Wilson, nd Jimmy Steele, sd	St., SES AP RCA
WSMB 1925	1350 5,000 DA-N	WSMB Inc. Maison Blanche Bldg. Magnolia 5921		N. L. Carter, p	H. W. Wheelehan, gm		
WSMB-FM *1948*	*Chan. 274 (B)* *102.7mc* *17kw*						
WTIX 1950	1450 250	Royal Bcstg. Corp. 624 Canal St. Canal 7259		Patrick J. Shannon, g & pmm	James Brown, p & nd	Morris E. Jones, ce	Cap. UP G
WTPS 1948	940 1,000-D 500-N DA-N	The Times-Picayune 615 Howard Ave. Canal 5561	Branham	John F. Tims, p H. F. Wehrmann, gm	J. R. O'Meallie, cm Robert Smith, pd	Martin Burke, pmm George W. DeBlieux, ce	Assoc. WE
WWEZ 1947	690 5,000 DA-2	WWEZ Radio Inc. New Orleans Hotel Canal 3521	Hollingbery	A. J. Chilton, p J. A. Oswald, gm	Ken Elliott, pd	Harrison C. Mondy, ce	UP WH
WWL 1922	870 50,000 DA-1	Loyola University Roosevelt Hotel Raymond 2194	CBS	Rev. W. Patrick Donnelly S.J., p W. H. Summerville, gm Larry Baird, cm	Ed Hoerner, pd Ray Liuzza, pmm J. D. Bloom, ce	Don Lewis, nd George Shannon, fd Bill Brengle, sd Jill Jackson, wd	AP, UP RCA
OAKDALE							
KREH (CP)	900 250-D	Louisiana Bcstg. P. O. Box 571		C. W. Reddick, co-o Klien Evans, co-o & ce	Ralph L. Hooks, gm	Ben Hallberg, n & sd	Gates
OPELOUSAS							
KSLO 1947	1230 250	KSLO Bcstg. Co. N. Court St. 2633	ABC, KBS Louisiana Sears & Ayer	W. E. Jones, p & gm J. R. Womack, cm	Wandell Allegood, pd Richard M. Cole, ce	Floyd J. Cormier, n & fd Jeffery David Jr., sd	Wld. UP WE
RUSTON							
KRUS 1947	1490 250	Clarence E. Faulk Jr. 105 East N. Railroad Ave. 1490	MBS, KBS	Clarence E. Faulk Jr., p Kenneth L. Whitaker, gm	William S. Carter, pd	James L. Span, ce	UP Col.
SHREVEPORT							
KCIJ 1950	980 5,000-D	Southland Bcstg. Co. 205 Milam St. 4-6681	Young	Lester Kamin, p John H. Pace, gm & cm	L. H. Brandao, pd, nd & sd Mitchell Hodges, pmm	N. L. Keys, ce	UP Col.
KENT 1947	1550 1,000-D 500-N-DA-N	Frank H. Ford 311 Milam Bldg. 3-3681	MBS Walker	Frank H. Ford, p & gm Frank H. Ford Jr., cm Michael A. Roppolo, p & nd	Bill Monroe, pmm L. J. Carlson, ce	Bill Rutledge, fd Al Donaldson, sd	St. AP Ray.
KRMD 1928	1340 250	Radio Station KRMD New Jefferson Hotel 6171	ABC Weed	T. B. Lansford, p Glenn V. Wilson, gm	Elizabeth V. Alford, pd William L. Switzer, sd	E. R. Bernstein Jr., sd Carl W. Goulden, ce	Wld., Cap. St. AP
KRMD-FM *1951*	*Chan. 266 (B)* *101.1mc* *11.5kw*						
KTBS 1922	710 10,000-D 5,000-N DA-2	KTBS Inc. 312 E. Kings Hghwy. 7-3644	NBC Petry	E. Newton Wray, p & gm George D. Wray Jr., vp & publ. rel. d Charles W. Wray, secy.-treas.	Charles F. Whitesides, Jr., cm Deane R. Flett, pd Carol Vinson, publ., pmm, merchdsng. m C. H. Maddox, ce	Maurie Wayne, nd Jack Timmons, fd Jim Citty, sd Mildred Tippett, wd	Assoc. AP, UP RCA
KTBS-FM *(CP)*	*Ch. 243 (B)* *96.5mc* *14kw*						
KWKH 1925	1130 50,000 DA-N	International Bcstg. Inc. Commercial Bldg. 2-8711	CBS Branham	William H. Bronson, p Henry B. Clay, evp & gm Fred A. Watkins Jr., cm	Horace Logan, pd James T. Briggs, pmm W. E. Antony, tech. dir O. S. Droke, ce	James S. vanSickle, nd Frank Page, pd Jack Timmons, fd	L-W AP, UP RCA
KWKH-FM	*Ch. 233 (B)* *94.5mc* *13.5kw*						*WH*

MAINE

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
AUGUSTA							
WFAU 1946	1340 250	Twin City Bcstg. Co. Inc. 160 Bangor Street 3-3878	MBS, Yankee, Forjoe, Borgatti	Faust Couture, p Norman G. Gallant, gm Floyd F. Smiley, cm & sd	Willard H. Blaisdell, pd & ce Robert Andrews, nd	Catherine Rice, wd	St., Wld. AP Ray.
WRDO 1932	1400 250	WRDO Inc. 175 Water St. 3-4735	NBC New England Maine Bcstg. Weed, Bannan	Adeline B. Rines, p Jack S. Atwood, gm & pmm	Donald K. Powers, cm & sd Leslie Hubley, pd Harold T. Dinsmore, ce	Dan Kelly, nd Linwood Brofee, fd Jean Murray, wd	Thes. UP RCA
BANGOR							
WABI 1924	910 5,000 DA-N	Community Bcstg. Service 57 State St. 6446	ABC, MBS, Pine Tree Everett-McKinney Kettell-Carter	Horace Hildreth, p & co-o Murray Carpenter, gm, co-o & treas.	Lee Gorman, cm Dick Bronson, pd Walter Dickson, ce	Bob Patten, nd Paul Dugas, sd	Wld. AP ....
WGUY 1947	1230 250	Guy Gannett Bcstg. Services P. O. Box 732 7354	CBS Avery-Knodel Foster	Guy P. Gannett, p C. E. Gatchell, vp & gm Laurence H. Stubbs, vp Roger C. Williams, vp	S. G. Henderson Jr., m Robt. Carrigan, slm Clifford E. Reynolds, pm & pmm	Lauris P. MacGowan, tech. sup. Roger W. Hodgkins, ce Elizabeth Kihlmire, wd	.... SES. UP GE
WGUY-FM *1947*	*Chan. 226 (A)* *93.1mc* *10.8kw*						
WLBZ 1926	620 5,000 DA-N	Maine Bcstg. Co. 100 Main St. 6023	NBC New England Maine Bcstg. Weed, Bannan	Adeline Rines, p Edward E. Guernsey, gm Irving S. Hunter, pd	John Wibby, ce George Chapman, pmm Bill Mincher, nd	Eddie Owen, sd Jake Brofee, fd	Thes. UP WE
BIDDEFORD							
WIDE 1948	1400 250	Biddeford Bcstg. Corp. 234 Main St. 4-4566	MBS Yankee Devney	Arthur A. Deters, p, gm & ce	Carl Swanson, sd	Chris Drivas, asst. m & wd	.... UP Gates
HOULTON							
WABM 1950	1340 250	Aroostook Bcstg Corp. 1340 N. Rd. 2257-8	KBS, MBS Maine	Harry E. Umphrey, p Harold D. Glidden, gm Ted Coffin, sm, cm, pd & fd	R. W. MacIntosh, ce Eben Currie, nd	Dewey Dewitt, sd Rita Junkins, wd	Thes. AP RCA
LEWISTON							
WCOU 1938	1240 250	Twin City Bcstg. Co. Inc. 223 Lisbon St. 4-6921	MBS, Yankee Forjoe	Faust Couture, p John Libby, gm, pmm, & sd	Oscar Normand, cm Herbert Fontaine, pd Donald Mason, ce	Jack Karmen, nd Harold Alberghini, fd Roselle Coury, wd	St., SES., Wld. AP RCA
WCOU-FM *1948*	*Chan. 230 (B)* *93.9mc* *13.7kw*						
WLAM 1947	1470 5,000 DA-N	Lewiston-Auburn Bcstg. Corp. 129 Lisbon St. 4-5401	ABC Everett-McKinney Kettell-Carter	Elden H. Shute Jr., p Frank S. Hoy, gm	Gerald T. Higgins, cm & pmm F. Parker Hoy, pd & nd	Leslie Hall, ce Norman McKinstry, traffic m Sonia Forgue, wd	Thes. AP RCA

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If you want sales in Maine
Buy LEWISTON-AUBURN
1st IN PAYROLLS . . . 1951 RETAIL SALES . . . $70,597,000

BUY 5000 WATT
WLAM
ABC NETWORK "MAINE'S VOICE OF PROGRESS"

1st IN SHARE OF AUDIENCE

MORNINGS
8:00 a.m. to 12 Noon
43.1%

AFTERNOONS
12 Noon to 6:00 p.m.
43.0%

EVENINGS
6:00 p.m. to 8:00 p.m.
40.9%

WLAM

Represented Nationally by Everett-McKinney, Inc.

C. E. HOOPER, INC. Survey
LEWISTON-AUBURN, ME., FEB., MAR., APR. 1951

Represented in New England by Kettell-Carter

PORTLAND

WCSH 1925	970 5,000-DA-N	Congress Square Hotel Co. 157 High St. 2-0181	NBC, New England, Maine Bcstg. Weed, Bannan	Adeline B. Rines, p William H. Rines, mng. d Albert W. Smith, cm Arthur Owens, pd	Daniel H. Smith, tech. dir. Linwood T. Pitman, pmm & asst. m Philip N. Johnson, nd	Linwood H. Brofee, fd J. D. MacWilliams, sd Agnes Gibbs, wd	Thes. AP, UP RCA
WGAN 1938	560 5,000-DA-1	Guy Gannett Bcstg. Services 390 Congress St. P. O. Box 1731 2-7423	CBS Avery-Knodel Foster	Guy P. Gannett, p Laurence H. Stubbs, vp Roger C. Williams, vp	C. E. Gatchell, vp & gm Richard E. Bates, slm Francis H. Farnum Jr., pgm & pmm	Roger W. Hodgkins, ce Worthen C. Cornish, sd Jane Porter, wd	SES. AP, UP RCA
WPOR 1946	1490 250	Oliver Bcstg. Corp. Chapman Bldg. 3-8111	ABC, MBS Yankee Everett-McKinney	Harold H. Meyer, p & gm William J. Mullen, cm	Raymond Mercier, pd Roger Perry, ce	Blake Ellis, nd Ralph Fenno, sd Martha Standish, wd	AP GE

PRESQUE ISLE

WAGM 1931	1450 250	Aroostook Bcstg. Corp. 180 State St. West 8821	MBS, KBS Yankee	Harry E. Umphrey, p Harold D. Glidden, gm F. J. Craig, cm	Dick Marshall, pd & fd Lester E. Hughes, ce	Dick Meyer, nd Dewey Dewitt, sd Virginia Rackliff, wd	Thes. AP

ROCKLAND

WRKD 1952	1460 250	Knox Bcstg. Co. 496 Main St. 74-K	ABC, New England Everett-McKinney Kettell-Carter	Carleton D. Brown, p Paul R. Huber, gm & sd Sherman Rutter, cm	Frank Knight, pd & fd Don Winslow, ce	Robert Mayo, nd Margaret Hanks, wd	UP Ray.

RUMFORD

WRUM (CP)	1450 250	Rumford Pub. Co.					

WATERVILLE

WTVL 1946	1490 250	Kennebec Bcstg. Co. 36 Silver St. 2700	ABC, New England Everett-McKinney Kettell-Carter	Carleton D. Brown, p & gm Harold L. Vigue, cm	Alvo Martin Jr., pd, pmm & nd Don Sutherland, ce	Hugh Rowlandson, sd Bette Leslie, wd Kendrick Chase, fd	AP RCA

WPOR
Portland's favorite station
ask anyone!

AMERICAN BROADCASTING COMPANY YANKEE NETWORK MUTUAL BROADCASTING SYSTEM

REP. EVERETT-McKINNEY, INC.

HAL MEYER, PRESIDENT

MARYLAND

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
ANNAPOLIS							
WANN 1947	1190 1,000-D	Annapolis Bcstg. Corp. P. O. Box 749 2500		Morris H. Blum, p & gm	Arthur P. Dietz, ce		
WASL 1946	810 250-D	The Chesapeake Radio P. O. Box 1551 9211		Robert L. Blalock, p & gm C. W. Taylor, cm	John Drew, pd & fd Jos. H. Griscom, ce	Bill Earle, nd & sd Muriel E. Blalock, wd	Ray. Wld. AP Col.
WNAV 1949	1430 1,000-DA-N	Capital Bcstg. Co. P. O. Box 829 2639	KBS McGillvra	Albert H. MacCarthy, p Earl L. Boyles, gm	Norman Bergholm, cm & nd	Arnold Setzer, ce John Hanly, pdm Carl Stephen, sd	Thes. AP GE
WNAV-FM *1948*	*Chan. 256 (B)* *99.1mc* *16.6kw*		*Store Radio*				*WH*
BALTIMORE							
WAAM (TV)		WAAM, Inc. 3725 Malden Ave. Mohawk 7600		(For full information see TELECASTING Yearbook)			
WBAL 1925	1090 50,000-DA-N	The Hearst Corp. 2610 N. Charles St. Hopkins 3000	NBC Petry	Charles B. McCabe, vp & exec. dir. D. L. Provost, vp & gm John T. Wilner, vp in chg. eng. Leslie H. Peard, Jr., sm	Freeman W. Cardall, bus. m Arnold Wilkes, pub. affairs d Victor F. Campbell, pd William N. Rock, prog. m	J. M. Kennedy, slm Thomas J. White, Jr., n & pub. m William C. Bareham, ce Mollie Martin, wd Conway Robinson, fd	AP, UP INS WE
WBAL-TV		The Hearst Corp. 2610 N. Charles St. Hopkins 3000		(For full information see TELECASTING Yearbook)			
WBMD 1947	750 1,000-D	Key Bcstg. Corp. 879 Park Ave. Mulberry 7095	McGillvra	George E. Hull, p H. Shelton Earp, Jr., gm	Thomas O'Connor, pd & fd Russell H. Morgan, ce	Vince Bagli, sd Polly Dorsey, wd	AP RCA
WCAO 1922	600 5,000 DA-1	The Monumental Radio Co. 1102 N. Charles St. Mulberry 0600	CBS Raymer	L. Waters Milbourne, p & gm George L. Filling, pd	Robert M. Richmond, cm & pmm Martin L. Jones, ce	William F. Conhurst, nd Bettie McCall, wd	Wld. AP WH
WCAO-FM *1948*	*Chan. 274 (B)* *102.7mc* *20kw*						
WCBM 1924	680 10,000-D 5,000-N-DA-2	Baltimore Bcstg. Corp. North & Harford Aves. Belmont 8400	MBS Taylor	John Elmer, p & cm George H. Roeder, gm	Charles A. Roeder, pd & nd G. Porter Houston, ce	John MacLean, sd Newell Warner, fd Myrth Riefner, wd	L-W AP, INS RCA
WFBR 1922	1300 5,000-DA-1	The Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	ABC Blair	Robt. S. Maslin, p John E. Surrick, vp & gm Robt. S. Maslin, Jr., vp, sec. & d of pub.	J. H. L. Trautfelter, vp & treas. William S. Pirie, Jr., sls. d	W. Bert Hanauer, pd William Q. Ranft, ce John M. Alderson, nd	Wld. AP, UP RCA
WITH 1941	1230 250	Maryland Bcstg. Co. 7 E. Lexington St. Lexington 7808	Forjoe	Thomas G. Tinsley, Jr., p & gm	Robt. C. Embry, cm Nedra Berryman, pd	James S. Duff, ce Chuck Thompson, sd	St. AP WE
WITH-FM *1943*	*Chan. 282 (A)* *104.3mc* *20kw*						
WITH-TV (CP)		Maryland Bcstg. Co. 7 E. Lexington St. Lexington 7808		(For full information see TELECASTING Yearbook)			
WMAR-TV		The A. S. Abell Co. Charles & Redwood Mulberry 5670		(For full information see TELECASTING Yearbook)			
WSID 1947	1010 1,000-D	The United Bcstg. Co. 912 N. Charles St. Saratoga 8250		Richard Eaton, p & nd	Albert Lanphear, vp, gm & cm	Helen Wherley, pd Lee Reckling, ce	UP
WWIN 1951	1400 250	Belvedere Bcstg. Co. 5740 Reistertown Rd. Mohawk 4400	Indie	Thomas F. McNulty, p Lenore Feldman, gm	Bentley Stecher, slm Chester Kiser, pd	Joseph Sporney, ce Ralph Pennewell, sd	Assoc. AP WE
WWIN-FM *1948*	*Chan. 234 (B)* *94.7mc* *20kw*						

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In

Baltimore's

Metropolitan Area, 1st in sales in Md.

IT'S

WSID that gets the bid Baltimore's Favorite Independent

WSID has more listeners during the entire afternoon period than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.

In Baltimore **WSID** has more listeners per dollar cost than any other independent station.

U
B
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CBS

In

Hagerstown,

Capital of Western Maryland
2nd in sales in Md.

IT'S WARK-CBS that leads the entire area

'Mark WARK' on your list

Auxiliary Studio, Waynesboro, Pa.

Leads any
TWO other stations in
listening audience according to
all surveys available.

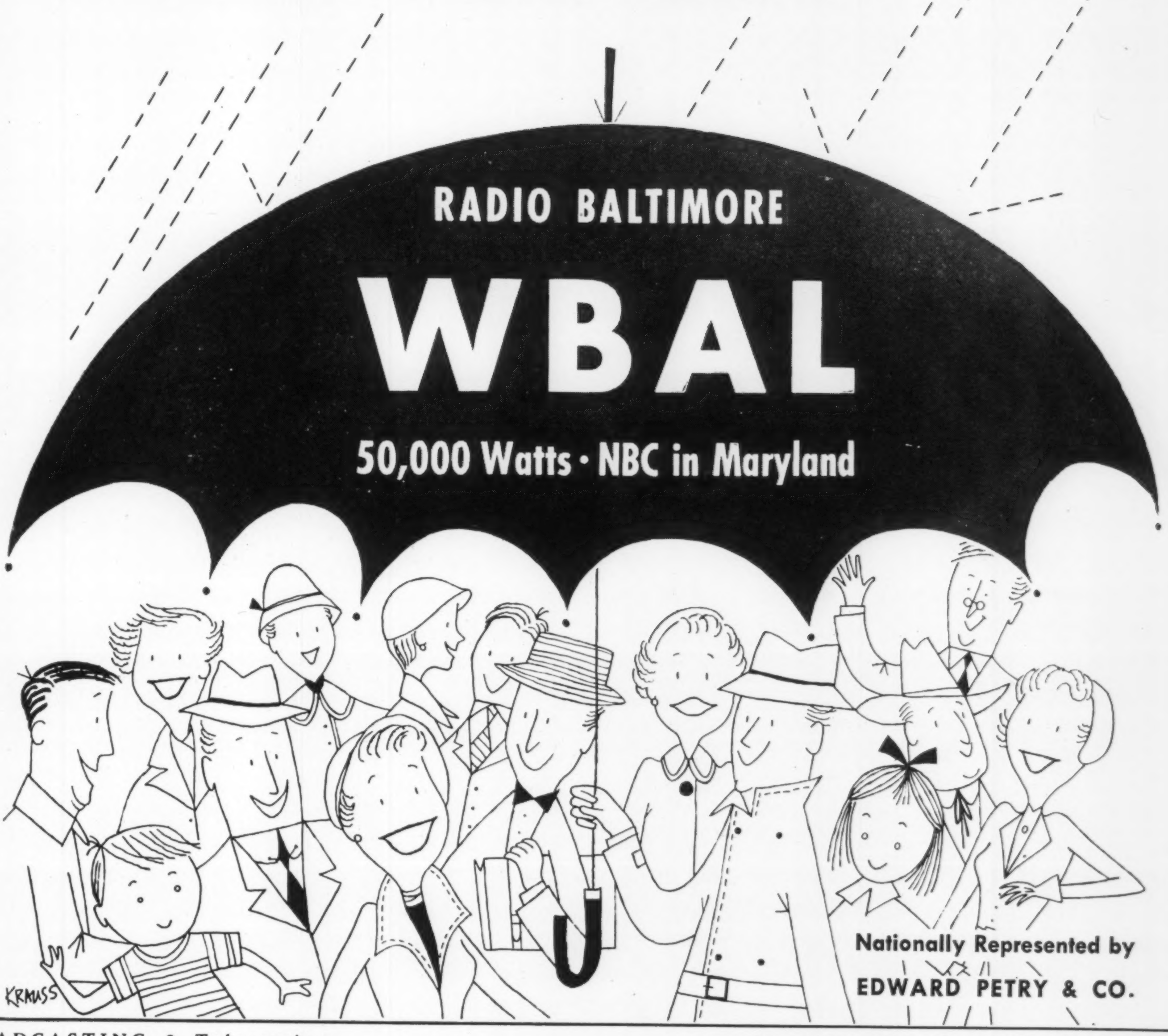
For more listeners and more value
Call UBC, 912 N. Charles St. Baltimore, Saratoga 8250
or 507 Fifth Ave., N. Y. City, Murray Hill 7-4758

YOU GET MORE

COVERAGE

38,000 Square Miles! 496,810 Radio families!

WHEN YOU BUY



RADIO BALTIMORE

WBAL

50,000 Watts · NBC in Maryland

Nationally Represented by

EDWARD PETRY & CO.

MARYLAND—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
BETHESDA							
WUST 1951	1120 250-D	Broadcast Management Inc. 1343 U St. N.W. Washington, D. C. Hobart 2-0011	Metropolitan	Harold E. Sheffers, p & gm Leslie Smith, cm Carl Robinson, pd & pmm	Roy Snyder, nd Tom Blanks, ce	Frances White, wd Hal Jackson, sd	UP Collins
WUST-FM *1951*	*Chan. 292 (A)* *106.3mc* *500w*						
BRADBURY HEIGHTS							
WBUZ-FM *1948*	*Chan. 244 (A)* *96.7mc* *0.42kw*	*(See Washington D. C. Listing)*					
CAMBRIDGE							
WCEM 1947	1240 100	The Shore Bcstg. Co. The Pines 1580	MBS Eastern Shore	John W. Downing, p Charles J. Truitt, vp W. L. Allen, vp	Thomas H. Maquire, gm & cm Avery W. Hall, secy.-treas.	Ed Brigham, pd Jerrold Merritt, ce	Wld. AP Col.
CUMBERLAND							
WCUM 1948	1490 250	The Tower Realty Co. Williams Rd. & City Line 5400	CBS Forjoe	Karl F. Steinmann, p Malcolm A. Campbell, Jr., gm & sd	Roy H. Knotts, cm Paul Custer, ce Eldred Steinmann, pmm	Bill Criswell, nd Russ Reynolds, fd	Thes. AP RCA
WCUM-FM *1948*	*Chan. 275 (A)* *102.9mc* *1kw*						
WDYK 1949	1230 250	Western Md. Bcstg. Co. 450 Byrd Ave. 5001	ABC, MBS Radio Reps.	Richard A. Raese, p James M. Martinson, gm Floyd V. Cozad, cm	Robert R. Calvert, pd George Sokol, Jr., ce	Russell H. Ward, pmm & nd Loman B. Riley, sd	St. UP Col.
WTBO 1928	1450 250	Maryland Radio Corp. 31 Frederick St. 299	NBC Branham	Charles E. Smith, p & gm Don Jarvis, cm Michael Hurst, pd & sd	Malcolm Jones, pmm Phillip Melone, ce Robert Rosamond, fd	M. Virginia Rosenbaum, wd	Wld. UP WE
FREDERICK							
WFMD 1936	930 1,000 DA-N	Monocacy Bcstg. Co. 1626-1627	CBS	Laurence Leonard, p Alan W. Long, gm & cm Evelyn Leonard, vp	Howard C. Fisher, ce Lewis L. Carter, pd	Howard F. Streeter, sd Mary M. Long, wd	AP RCA
WFMD-FM *1947*	*Chan. 260 (B)* *99.9* *2kw*						*WE*
WFMD-TV (CP)		Monocacy Bcstg. Co. 1626-1627		(For full information see TELECASTING Yearbook)			
HAGERSTOWN							
WARK 1946	1490 250	United Bcstg. Co. of Western Md. 128 S. Prospect St. 4500	CBS United	Richard Eaton, p & nd Albert R. Lanphear, vp	Samuel E. Phillips, Jr., g & cm Hunter Reams, pd & fd	Betty Bupp, pmm	UP

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TODAY, AS 10 YEARS AGO, INDUSTRY LEADERS SAY:

WBOC

ONE OF AMERICA'S FINER RADIO STATIONS

At RADIO PARK, SALISBURY, MD.

OUT-OF-TOWN STUDIOS: SEAFORD, DEL., POCOMOKE CITY, MD.

SHARE OF AUDIENCE
(Mon. thru Fri. Average)
Source: J. A. Ward, Inc.
9 AM - 12 Noon 69.5%
12 Noon - 6 PM 71.6%
6 PM - 10 PM 72.0%

MARKET DATA
Source: Sales Management
Population 301,700
Radio Homes 82,500
Retail Sales $333,484,000

AT THE CENTER OF THE STORIED DEL-MAR-VA PENINSULA

John W. Downing, President
Charles J. Truitt, Gen. Mgr.

National Representatives:
Burn-Smith Co., Inc.

WJEJ 1932	1240 250	Hagerstown Bcstg. Co. Franklin Court 2323	ABC, MBS Walker	Grover C. Crilley, p, o & gm Wm. H. Paulsgrove, cm & pmm	Robt. F. Lesher, pd Geo. W. McIntire, ce D. Glenn Thomas, nd & sd	David Zedaker, fd Marie Whitcraft, wd	L-W AP
WJEJ-FM 1947	*Chan. 284 (B)* *104.7mc* *9.4kw*						*GE*

HAVRE DE GRACE

WASA 1948	1330 1,000-D	The Chesapeake Bcstg. Corp. P. O. Box 97 800	KBS Schepp-Reiner	Jason T. Pate, p & gm Charles W. Irwin, cm	W. Edwin Baekey, Jr., pd & nd	Charles E. Veazie, ce Allen Anderson, sd Anita Lou Baekey, wd	Wld. UP Ray.

LEONARDTOWN

WKIK (CP)	1370 1,000-D	Southern Maryland Bcstrs. Inc. Greenwood 5-2211		James L. Bittner, p & ce	Charles E. Springer, gm & pd	William C. Redd, cm & pmm	Col.

LEXINGTON PARK

WPTX (CP)	1570 1,000-D	Patuxent Radio Inc.					

ROCKVILLE

WINX 1947	1600 1,000-D	The United Bcstg. Co. Route 240 4357		Richard Eaton, p Albert Lanphear, vp	Bruce Collier, gm Arthur A. Snowberger, ce	Robert Cossman, pd Gene Andrews, sd	UP Col.

SALISBURY

WBOC 1940	960 1,000-DA-N	The Peninsula Bcstg. Co. Radio Park 6131	MBS East. Shore Burn-Smith	John W. Downing, p Charles J. Truitt, gm, cm & pmm	John W. Downing, Jr., pd & nd Jack W. Ward, ce	Kitty Gray, wd	Wld., L-W AP RCA
WESN (FM) 1947	*Chan. 248 (B)* *97.5mc* *12kw*	*(WBOC, AM Affiliate)*					

SILVER SPRING

WGAY 1947	1050 1,000-D	Tri-Suburban Bcstg. Corp. 11306 Kemp Mill Rd. Juniper 9-1050	Metropolitan Indie	John W. Kluge, p Joseph L. Brechner, gm James E. Crismond, cm	Ernie Tannen, pd & pmm Arthur McDougall, ce Chuck Dulane, nd & fd	Val Thomas, sd Beverly C. Costello, traffic m	Wld. AP Col.

MASSACHUSETTS

ATTLEBORO

WARA 1950	1320 1,000-DA-2	Attleboro Radio Assn. Inc. Bronson Bldg. N. Main St. 1-1320	Bannan	Keith S. Field, gm William A. Dawson, Jr., cm	David P. Mohr, pd Melroy N. Conway, ce	Dorothy Davignon, traffic m Faye Dolan, office m	UP RCA

BOSTON

WBMS 1946	1090 1,000-D	WBMS Inc. Hotel Shelton 19 Bay State Rd. Copley 7-3005	Forjoe	John J. Laux, p Norman Furman, gm Leonard Meyers, cm	Ken Malden, pd Zangwell Lasker, pmm Don Snider, ce	Steve James, nd Marion Peterson, wd	AP, UP
WBZ 1921	1030 50,000 DA-1	Westinghouse Radio Stations, Inc. 1170 Soldiers Field Rd. Algonquin 4-5670	NBS New England Free & Peters	J. E. Baudino, vp W. C. Swartley, sm C. M. Meehan, slm	Avner Rakov, prog. m John G. Stilli Jr., pmm W. H. Hauser, ce	C. S. Young, asst. sm F. Whitmarsh, nd Malcolm McCormack, fd	Assoc., Thes. AP, UP, INS WH
WBZ-FM 1948	*Chan. 225 (B)* *92.9mc* *20kw*						
WBZ-TV 1948				(For full information see TELECASTING Yearbook)			
WCOP 1935	1150 5,000 DA-2	WCOP Bcstg. Co. 489 Boylston St. Copley 7-0123		T. B. Baker Jr., co-o Alvin Beaman, co-o Roy V. Whisnand, co-o & gm	Irvin E. Dierdorff Jr., pd Roland C. Hale, ce	A. N. Armstrong Jr., natl. slm	Wld. AP, INS
WCOP-FM 1948	*Chan. 264 (B)* *100.7mc* *20kw*						
WEEI 1924	590 5,000-DA-1	Columbia Bcstg. System 182 Tremont St. Hubbard 2-2323	CBS, New England CBS Radio Spot Sales	Adrian Murphy, p Harvey J. Struthers, gm Emmett J. Heerdt Jr., cm	Raymond G. Girardin, pd Charles B. H. Vaill, pmm Harold A. Dorschug, ce	Arthur C. King, pdm & sd Charles Ashley, nd Louis T. Webster, fd	L-W AP, UP GE
WEEI-FM 1948	*Chan. 277 (B)* *103.3mc* *20kw*						
WHDH 1929	850 50,000-DA-2	Matheson Radio Co. Inc. 6 St. James Ave.	Blair	Robert B. Choate, p William B. McGrath, mgng. d Arthur T. Brush, cm	George M. Perkins, pd William E. Shea, pmm Philip K. Baldwin, ce	John Day, nd Joe Kelly, fd Curt Gowdy, sd	AP WH
WHDH-FM 1949	*Chan. 233 (B)* *94.5mc* *20kw*	Hancock 6-5500					WE
WLAW 1937	680 50,000 DA-1	Hildreth & Rogers Co. 275 Tremont St. Hancock 6-1122	ABC Taylor	Irving E. Rogers, p Lambert B. Beeuwkes, gm Fred A. Sullivan, pmm	George A. Hinckley, ce Frederick P. Laffey, pd Roderick MacLeish, nd	Arthur Flynn, sd Mildred Bailey, wd	Wld. UP, INS WE
WLAW-FM 1947	*Chan. 229 (A)* *93.7mc* *20kw*						*Ray.*
WMEX 1934	1510 5,000 DA-1	The Northern Corp. 70 Brooklyn Ave. Commonwealth 6-3900		John E. Reilly, p & pd William S. Pote, gm Lawrence J. Flynn, cm	Alfred J. Pote, tech. d George Kaplan, pmm William Ferruzzi, ce	Frank Fallon, sd Marie Mason, wd	L-W, SES. INS RCA

MASSACHUSETTS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
WNAC 1922	1260 5,000 DA-N	General Teleradio Inc. Yankee Division 21 Brookline Ave. Commonwealth 6-0800	MBS Yankee H-R Reps	Tom O'Neil, p Linus Travers, exec. vp & gm George Steffy, vp	Tom Bateson, cm Dave Cox, pd George Hallberg, sls. pmm Phyllis Doherty, pub. d	I. B. Robinson, ce Leland Bickford, nd Les Smith, sd Louise Morgan, wd	UP, INS Rev. WE
WNAC-FM *1948*	*Chan. 253 (B)* *98.5mc* *20kw*						
WNAC-TV 1948				(For full information see TELECASTING Yearbook)			
WORL 1950	950 5,000-D	Pilgrim Bcstg. Co. 92 State St. Lafayette 3-4000	Bolling	Joseph A. Dunn, p Arthur E. Haley, gm & cm Norm Prescott, pd	Pauline Haddad, pmm John Parker, ce Claire Crawford, asst. slm	Richard Jordan, nd & sd	AP Ray.
BROCKTON							
WBET 1946	990 1,000-D CP: 1460 1,000 DA-N	Enterprise Publ. Co. 60 Main St. Brockton 7062	Colton, Bannan	Charles A. Fuller, gm & sm Earle G. Clement, cm Kenneth A. Wheeler, pd	Mark L. MacAdam, tech. d Kenneth G. Dalton, nd Freddie Dalton, wd	Walter Dunbar, sd Stanley Berry, fd	SES. & Thes. AP Col.
WBET-FM *1948*	*Chan. 249 (A)* *97.7mc* *0.8kw*						GE
BROOKLINE							
WVOM 1948	1600 5,000 DA-1	The Boston Bcstg. Corp. 1 Harvard St. Beacon 2-5650	Polish Rosary McGillvra	Benjamin Bartzoff, gm	Jerome Bartzoff, ce		UP Ray.
CAMBRIDGE							
WTAO 1948	740 250-D	Middlesex Bcstg. Corp. 439 Concord Ave. Eliot 4-0500		Frank Lyman Jr., p Frederic S. Bailey, gm	Ed Penney, pd Norman Graham, ce	Kay Bullard, traffic m	
WXHR *(FM)* *1947*	*Chan. 45 (B)* *96.9mc* *5kw*	*(WATO, AM affiliate)*	*Continental*	*John Thornton, gm & cm* *Mary Ann Bowles, pd*			
FALL RIVER							
WALE 1948	1400 250	Narragansett Bcstg. Co. 374 Central St. 4-1400	MBS, Yankee Walker Kettell-Carter	George L. Sisson Jr., p & gm Madeleine Hamel, bus. m & wd	Ann Kenney, traffic m Roland Berube, ce	James Arkison, nd & sd Lincoln Pratt, fd	UP Ray.
WSAR 1921	1480 5,000 DA-2	The Fall River Bcstg. Corp. Academy Bldg. 7-9477	ABC Headley-Reed Bannan	Frank W. Miller, p Melvin Lahr, treas. & gm Neil Sullivan, cm	Angus Bailey, pd John Crowley, pmm John Pavoa, ce	Bill O'Brien, sd Joe Welch, nd	Thes. UP WH
WSEE (TV) (CP)		New England TV Co. Inc. 514 Industrial Trust Bldg. Providence, R. I. Gaspee 1-1858		(For full information see TELECASTING Yearbook)			

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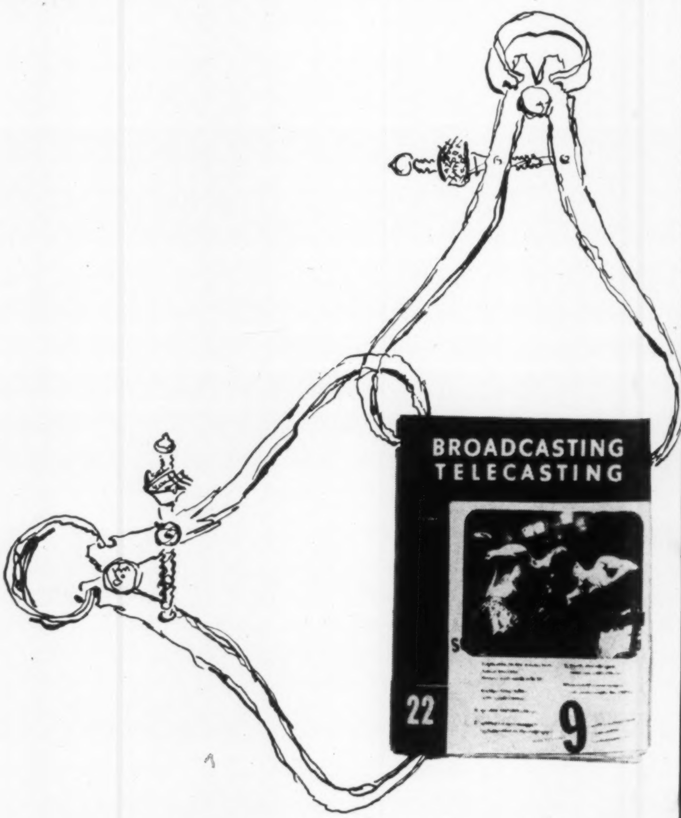

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HARTFORD	ABC	WTHT

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MASSACHUSETTS—(Continued)

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FITCHBURG							
WEIM 1941	1280 1,000-DA-N	WEIM Fitchburg Inc. 717 Main St. 3-3766	MBS Yankee Walker Kettell-Carter	Henry G. Molina Jr., p Lewis F. Sargent, gm James Chalmers, cm & sd	David Rodman, pd Theodore Kalin, ce Leslie Levinson, nd	Walter Viewig, fd Dorothy McKittrick, wd	AP GE
WFGM 1952	1580 1,000-D	Wachusett Bcstg. Corp. 455 Main St. 3-4897	Devney, Bannan	Ansel E. Gridley, p, gm & cm	Tal Hood, p	Donald L. Coleman, Jr., ce	INS Ray.
FRAMINGHAM							
WKOX 1947	1190 1,000-D	WKOX Inc. Mount Wayte Ave. 7409	Kettell-Carter	Richard E. Adams, gm	Wm. Sherman, pd Francis W. Bartol, ce	Jim Robbins, nd Bill Sherman, sd Nancy Anderson, wd	Wld. UP Ray.
GARDNER							
WHOB 1946	1490 250	Gardner Bcstg. Green St. 1490	ABC, KBR Bolling	Wm. H. Rust, p Al Maffie, gm Gordon Wiley, ce	Ed Johnson, nd Joe Richard, fd Jack McDermott, sd	Connie Stackpole, wd	AP GE
GREENFIELD							
WHAI 1938	1240 250	John W. Haigis 354 Main St. 4301	MBS, Yankee Walker Bannan	John W. Haigis, p John W. Haigis, Jr., gm Horace W. Nichols, cm	Ira I. Hewey, pd & sd Thomas J. Kelly, pmm Leland F. Wheeler, ce	Graydon H. Spragg, nd Woodridge B. Brown, fd (Mrs.) June Greene, wd	Wld AP Col.
WHAI-FM *1948*	*Chan. 252 (A)* *98.3mc* *1kw*						*REL*
HAVERHILL							
WHAV 1947	1490 250	Haverhill Gazette Co. 30 How St. 4-4733	Kettell-Carter	John T. Russ, p & gm Robert I. Kimel, sm	John J. Kirby, cm Kenneth D. Ash, pd	Theodore Ferus, ce Eileen Kneeland, wd	UP Ray.
HOLYOKE							
WHYN 1941	560 1,000 DA-1	Hampden-Hampshire Corp. 180 High St. 8238	MBS, Yankee Branham, Bannan	Charles N. DeRose, gm	Patrick J. Montague, cm	A. Paley, ce	L-W UP RCA
WHYN-FM *1948*	*Chan. 261 (B)* *93.1mc* *3.2 kw*						GE
WHYN-TV (CP)		Hampden-Hampshire Corp. 180 High St. 8238		(For full information see TELECASTING Yearbook)			
WREB 1950	930 500-D	Valley Bcstg. Co. 232 High St. 2-3296		Sigward O. Holmes, p John J. Broderick, gm & cm Anthony DeMarco, treas.	Gerald Loughman, pd Arthur Beaton, ce	Charles West, nd Danny Moreau, fd Florence Warren, wd	Assoc. SES. AP G

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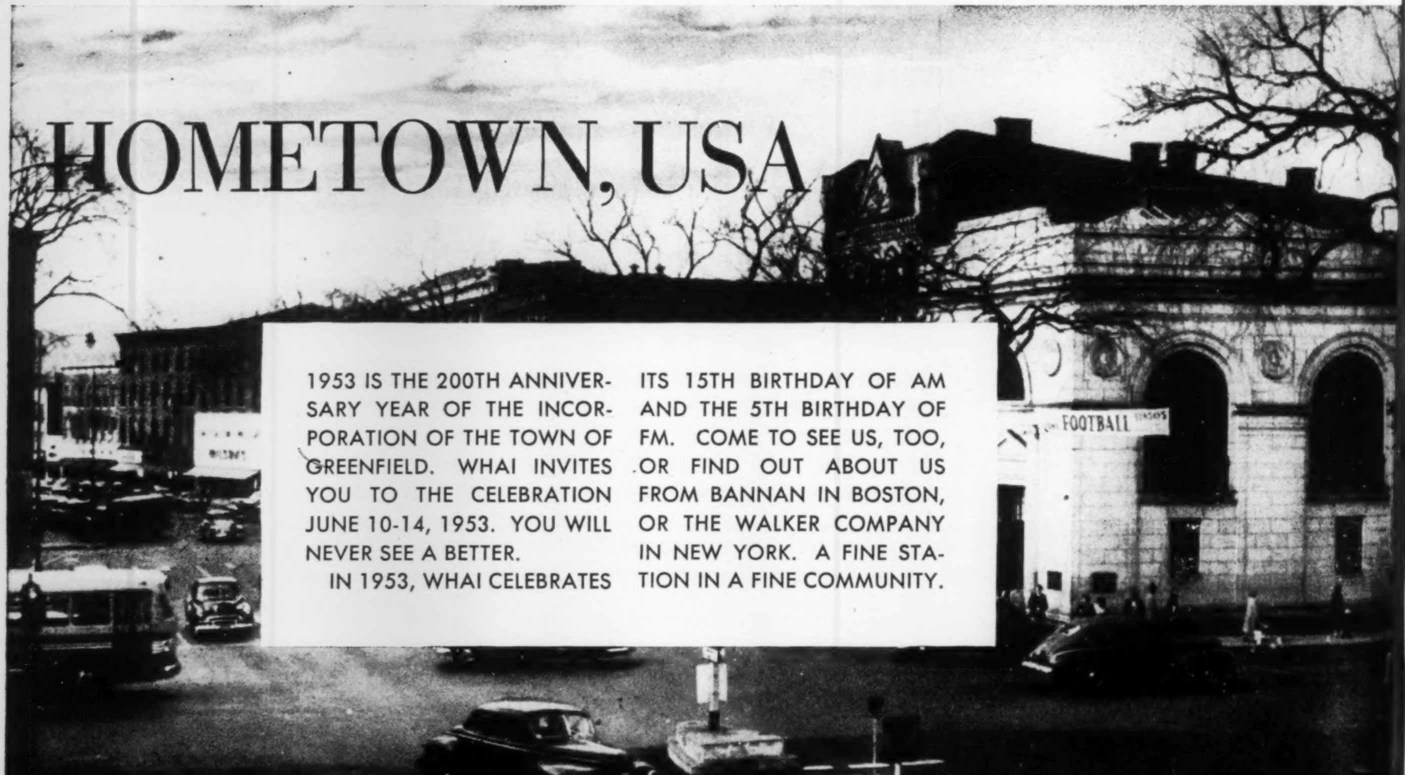

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WHAI GREENFIELD, MASSACHUSETTS

LAWRENCE							
WCCM 1947	800 1,000-D	The Lawrence Bcstg. Co. 278 Essex St. 3-7171	Indie Sales	Geo. H. Jaspert, p, gm & ce Daniel B. Ruggles III, cm	Ernest H. LaBranche, pd & sd Jack Labrie, nd	William S. Morrissey, fd Christine Cartwright, wd	.... AP GE
LOWELL							
WCAP 1951	980 1,000-D	Northeast Radio Inc. 243 Central St. 4-0404	Rambeau, Kettell-Carter	Isreal Cohen, p Wm. J. Warren, gm	Gerald F. Cronin, sm & cm Ugo San Antonio, pd	Theodore Cohen, ce Reg Cox, nd John Carney, sd	.... UP Ray.
WLLH 1934	1400 250	Merrimac Bcstg. Co. Inc. Kearney Square 8715	MBS, Yankee	Gerald Harrison, p Dana W. Fitzgerald, gm Haskell Bloomberg, cm	Tom Clayton, pd & sd A. G. Michaels, ce	Fred Simmons, nd Ann Bradford, wd	Assoc. UP ....
WLLH-FM *1948*	*Chan. 258 (B)* *99.5mc* *12.2kw*						*WE*
LYNN							
WLYN 1947	1360 1000-D	Puritan Bcst. Service Inc. 7 Willow St. 5-6200	Indie Sales	Theodore Feinstein, p Hank Forbes, gm, cm & pd	Milton Jaffee, pmm Russell Bassett, ce	Bob McLean, nd	.... UP Col.
WLYN-FM *1949*	*Chan. 288 (A)* *105.5mc* *0.52kw*						
MEDFORD							
WHIL 1952	1430 500-D	Conant Bcstg. Co. Inc. 99 Revere Beach Pkwy. Mystic 8-2250		Sherwood J. Tarlow, p & gm Joseph Kruger, cm	Dave Maynard, pd & nd Sal Fulchino, ce	Arthur Stamler, sd Peg Stuart, wd	Thes. UP G
NEW BEDFORD							
WBSM 1949	1230 100	Bay State Bcstg. Co. Pope's Island 3-1767	Bolling	Joseph P. Duchaine, p Otto F. A. Arnold, gm Richard Evans, cm	Robert L. Adams, pd Brownell Brightman, ce Frederick Jerome, nd	Chris Clark, sd Harriet Hall, wd	.... UP RCA
WBSM-FM *1949*	*Chan. 247 (B)* *97.3mc* *2.5kw*						
WNBH 1921	1340 250	E. Anthony & Sons, Inc. 432 County St. 8-5228	MBS, Yankee Walker, Bannan	Basil Brewer, vp & treas. J. Thomas Mathers, m	James E. Gleason, pd & sd David Dodd, ce	Robert Sayre, nd Betty Barton, wd	Wld. AP RCA
WFMR(FM) *1946*	*Chan. 251 (B)* *98.1mc* *20kw*	*(WNBH, AM affiliate)*					
WNBH-TV (CP)		E. Anthony & Sons, Inc. 432 County St. 8-5228	(For full information see TELECASTING Yearbook)				
NORTH ADAMS							
WMNB 1947	1230 250	Northern Berkshire Bcstg. Co. Inc. 466 Curran Hgwy. 1230	McGillvra	J. Gordon Keyworth, p, gm & cm William R. Lawson, pd Courtlandt Nicholl, n & gm	Irvin L. Littlefield, chief tech.	Bernard Bullett, sd	Wld. AP Ray.
WNAW 1949	860 250-D	Cecil F. Clifton 20 State St. 860		Mrs. Cecil F. Clifton, o	Carman S. Tubby, pd	Calvin Curtis, ce Dick Brown, fd	Assoc., Cole UP RCA
NORTHAMPTON							
WHMP 1950	1400 250	Pioneer Valley Bcstg. Co. 78 Main St. 4275	Borgatti	John H. Williams, p Alexander W. Milne, gm & cm	Joseph Fennessey, pd	Harold Schumacher, ce	St. AP RCA
PAXTON							
WTGR (FM) *1949*	*Chan. 256 (B)* *99.1mc* *5kw*	*General Teleradio Inc.* *Yankee Division* *Star Route 4125* *Worcester, Mass.* *Worcester 2-8713*	*Forjoe*	*William O'Neil, p*	*William R. Sweeney, gm*	*Robert A. Reynolds, ce*	.... *REL*
PITTSFIELD							
WBEC 1947	1490 250	Western Mass. Bcstg. Co. 30 Eagle St. 8292	ABC, New England Kettell-Carter Everett-McKinney	Lawrence K. Miller, p W. Wendell Budrow, gm, cm & pmm Robert Henaberry, pd	Walton T. Ayer, ce Ed Farrell Jr., nd Dana Jones, fd	John Lyons, sd Alice O'Meara, wd	Cap. AP GE
WBEC-FM *1948*	*Chan. 232 (A)* *94.3mc* *1kw*						*Ray.*
WBRK 1938	1340 250	Greylock Bcstg. Co. 8 Bank Row 2-1553	MBS, Yankee Walker, Borgatti	Leou Podolsky, p John T. Parsons, gm Norman Simpson, cm	Richard Bolander, pd Ted Holmes, pmm & fd Leonard Lavendol, ce	Leon Beeler, nd Dan Healy, sd Isabel Parker, wd	Assoc. UP WH
QUINCY							
WJDA 1947	1300 1,000-D	South Shore Bcstg. Co. 29 Brackett St. Mayflower 9-1300		Joseph H. Tobin, p & gm James D. Asher, treas. & cm	Charles Glass, pd Fred Lane, ce Bill Edwards, nd	Bob Gallagher, sd Ida Newman, wd	Wld. AP Col.
SALEM							
WESX 1939	1230 250	N. Shore Bcstg. Co. 49 Washington St. 5670		William C. Asher, gm & cm Duane A. Hatch, pd	Harry L. Bixbee, Jr., ce Albert O. Belknap, nd	Tom Lester, sd Jane Taylor, wd	Wld. UP WE

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SPRINGFIELD							
WACE 1946	730 1,000-D	Regional Bcstg. Co. Hotel Bridgway 6-1323	Kettell-Carter Indie Sales	Ralph J. Robinson, gm & cm	Chas. J. O'Malley, pd & sd	Henry R. Glinka, ce	AP RCA
WBZA 1924	1030 1,000	Westinghouse Radio Stations Inc. Hotel Kimball 6-8336	NBC New England Free & Peters	J. E. Baudino, vp W. C. Swartley, sm C. M. Meehan, slm	Avner Rakov, pm W. H. Hauser, ce	C. S. Young, asst. sm John G. Stilli Jr., pmm F. Whitemarsh, nd Malcolm McCormack, fd	WE
WBZA-FM *1942*	*Chan. 246 (B)* *97.1mc* *8.2kw*						
WJKO 1949	1600 5,000-DA	Springfield Bcstg. Co. 137 State St. 2-7487	Gill, Keefe & Perna	E. G. Hewinson, Sr., p & cm	C. M. Manitsas, gm, pd & ce	Joseph Dobbs, nd (Mrs.) G. Baacke, wd	UP
WJKO-FM *1948*	*Chan. 270 (B)* *101.9mc* *10kw*						*RCA*
WMAS 1932	1450 250	WMAS Inc. 101 West St. 7-1414	CBS Petry	Gerald Harrison, p Robert Donahue, gm Robert M. Feldman, cm	Paul Peltier, pmm John Michnovez, ce Noah LaMountain, nd	Zack Land, sd Mae Brown, wd	Assoc. UP RCA
WMAS-FM *1947*	*Chan. 234 (B)* *94.7mc* *3.2kw*						*WE*
WSPR 1936	1270 1,000-DA-2	WSPR Inc. 63 Chestnut St. 6-2757	ABC Hollingbery, Bannan	Alan C. Tindal, p James H. Ferguson, Jr., cm Wayne H. Latham, pd & nd	Kristian Solberg, treas. George R. Townsend, ce	Howard S. Keefe, pmm Herb Carneal, sd	L-W AP
WSPR-FM *1949*	*Chan. 250 (B)* *97.9mc* *13kw*						*RCA*
WWLP(TV) (CP)		Springfield Television Bcstg. Corp. 1387 Main St.		(For full information see TELECASTING Yearbook)			
TAUNTON							
WPEP 1949	1570 1,000-D	Silver City Bcstg. 174 Broadway 4-7528		J. Marshall McGregor, ptnr., p & gm J. Milton Hammond, treas. & ptnr.	Joseph G. Quill, sm & pd Ed. Stawniak, cm Lawrence Prado, ce	Edward Litchfield, nd & sd Jane Lawrence, wd	L-W G
WALTHAM							
WCRB 1948	1330 1,000-D	Charles River Bcstg. Co. 834 Main St. 5-7080	Bannan	Theodore Jones, p & gm	David B. Tucker, pd	James Bonney, ce Martin Tall, nd	UP Ray.

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ACE SETS THE PACE IN SPRINGFIELD
Regional Broadcasting Company
SPRINGFIELD • CHICOPEE • HOLYOKE
MASSACHUSETTS
730 KC
1000 WATTS

XUM

WARE

WARE 1948	1250 1,000-D	Central Bcstg. Co. East St. 1250	Radio Reps., Borgatti	John B. Poor, p Thomas M. Colton, gm & pd	Howard L. Chase, cm Joe Bigda, ce	Chuck Williams, nd Vern Jones, sd	L-W AP Ray.

WEST SPRINGFIELD

WTXL 1949	1490 250	Telecolor Corp. 34 Sylvan St. 9-4768	Walker, Borgatti	Lawrence A. Reilly, p & gm Holland D. Cameron, cm	James L. Spates, pd & oper. m	Harry Robator, nd Harris Bond, sd	Wld. INS G

WEST YARMOUTH

WOCB 1940	1240 250	E. Anthony & Sons, Inc. South Sea Ave. Hyannis 502	MBS, Yankee Walker, Bannan	Basil Brewer, p Paul W. Stiles, gm & cm	Joyce Johnson, pd Frank L. Lynch, ce	Edgar H. Semprini Jr., nd & sd Blanche Robinson, wd	.... RCA
WOCB-FM *1948*	*Chan. 232 (A)* *94.3mc* *1kw*						

WORCESTER

WAAB 1931	1440 5,000 DA-1	WAAB Inc. 34 Mechanic St. 2-5611	ABC Everett-McKinney Bannan	George F. Wilson, p & gm George J. Kapel, cm Don C. Stevens, pd	Felix Bonvouloir, ce George Webber, pmm	Robert Nims, nd Mary Cahill, office m	.... AP RCA
WGTR (FM) *1949*	*Ch. 256 (B)* *99.1mc* *5kw*	*General Teleradio* *Yankee Division*					
WNEB 1946	1230 250	New England Bcstg. Co. Park Bldg. 507 Main St. 6-4672	Bolling	Paul C. Lytle, p & bus. m John J. Hurley, treas. & gm	Edward T. McCann, Jr., cm Vernon P. Wilson, ce Andrew F. Hickey Jr., nd	Jeanne Connelly, wd Bill Harrington, sd	.... UP Ray.
WORC 1925	1310 1,000 DA-1	Radio Worcester Inc. 65 Elm St. 5-3101	MBS, Yankee Headley-Reed Kettell-Carter	C. Geo. Taylor, p Robt. T. Engles, vp Kenneth M. Cooper, gm	Thomas M. Donlin, cm Richard D. Smith, pd & sd Carroll Philbrook, ce	Gunnar Anderson, pmm Clark Slocum, nd Pappy Howard, fd	.... AP RCA
WTAG 1924	580 5,000-DA-2	WTAG Inc. 18 Franklin St. 5-4321	CBS Raymer	Robert W. Booth, vp & gm Herbert L. Kruger, sm Bernie La Plante, sl, pm, d	Robert J. Brown, cm A. J. Brissette, pdm & prog. m	Andrew C. Fuller, publ. & pmm Elliot A. Browning, ce	Assoc.,Wld. AP RCA
WTAG-FM *1940*	*Chan. 241 (B)* *96.1mc* *10kw*						.... *GE*

IN THE DECK !

IN YOUR FILE !

NEW YORK
INDIE SALES, Inc
BOSTON
KETTELL-CARTER

Ace Voice of . . .
Western Massachusetts

MICHIGAN

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
ADRIAN							
WABJ 1946	1500 250-D CP: 1490 250	James Gerity, Jr. Treat Rd. 9000	Holman	James Gerity, Jr., chief o O. W. Myers, gm David Norton, cm	Larry Payne, pd & nd Elwood Brown, ce Don Dean, fd	Keith Roper, sd Aileen Lindbert, wd	Cap. UP C
ALBION							
WALM 1952	1540 250-D	Calhoun Bcstg. Co. Hawes Bldg. 6120		J. C. Bedient, p M. H. Wirth, gm	Lewis Shroyer, m & pd	Clare Brown, ce	Thes. UP RCA
ALMA							
WFYC 1948	1280 1,000-D	WFYC Inc. Alma, Mich. 95	Great Lakes	L. R. Kamperman, p Robert W. Cessna, vp, gm & pmm Ray Beckwith, cm	Dave Sommerville, pd, nd & sd Harold Frisby, ce	Bruce Rigg, fd Lillian Curtiss, wd	Wld., L-W UP Ray.
ALPENA							
WATZ 1946	1450 250	Midwestern Bcstg. Co. 1049	MBS, KBS Bunyan Holman	Les Biederman, p	Drew McClay, gm		.... AP WE
ANN ARBOR							
WHRV 1947	1600 1,000-DA-1	Huron Valley Bcstrs. Inc. P. O. Box 608 2-4573	ABC Walker	J. F. Hopkins, p S. J. Filipiak, gm J. H. Hopkins, cm	Richard Harner, pd J. W. Allen, ce Otis Hardy, nd	Bill Fleming, sd Cecelia Ward, wd	Wld., AP WE
WPAG 1945	1050 1,000-D	Washtenaw Bcstg. Co. Inc. 3rd Floor Hutzel Bldg. 2-5517	McGillvra	Arthur E. Greene, p & secy. Edward F. Baughn, vp & treas. Roger Shepard, pd	Kenneth MacDonald, cm Donald Bowdish, ce Peter W. Denzer, nd	Howard Heath, fd Robt. P. Ufer, sd	St. AP WE
WPAG-FM *1947*	*Chan. 254 (B)* *98.7mc* *2.2kw*						.... *REL*
WPAG-TV (CP)		Washtenaw Bcstg. Co. Hutzel Bldg. 2-5517		(For full information see TELECASTING Yearbook)			
BAD AXE							
WLEW 1950	1540 250-D	Port Huron Bcstg. Co. 935 S. Van Dyke Rd. 1010	Great Lakes Gill, Keefe & Perna	John F. Wismer, gm James Muehlenbeck, sm	Richard Estell, pd & nd	Donald Cloutier, ce	St. UP RCA
BATTLE CREEK							
WBCK 1948	930 1,000 DA-2	Mich. Bcstg. Co. Security Nat'l Bank Bldg. 3-5555	MBS Burn-Smith	Robert H. Holmes, p & gm F. K. Doyle, cm E. F. Cahill, pd	Robert A. Willbur, ce Robt. Merklein, nd Lyman Kiel, sd	Dorothy Abbanat, wd	Wld. UP RCA
WBCK-TV (CP)		Mich. Bcstg. Co. Security Nat'l Bank Bldg. 3-5555		(For full information see TELECASTING Yearbook)			
WBKZ (TV) (CP)		W. S. Butterfield Theatres Inc. 1492 Natl. Bank Bldg. Detroit 26, Mich.		(For full information see TELECASTING Yearbook)			
WELL 1925	1400 250	Federated Publications Inc. Mich. Natl. Bank Bldg. 7173	ABC McGillvra	D. E. Jayne, gm E. P. Mills Jr., cm	F. F. Owen, pd	Earl J. Stone, ce	.... AP ....

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WELL
BATTLE CREEK

Battle Creek's top-rated station

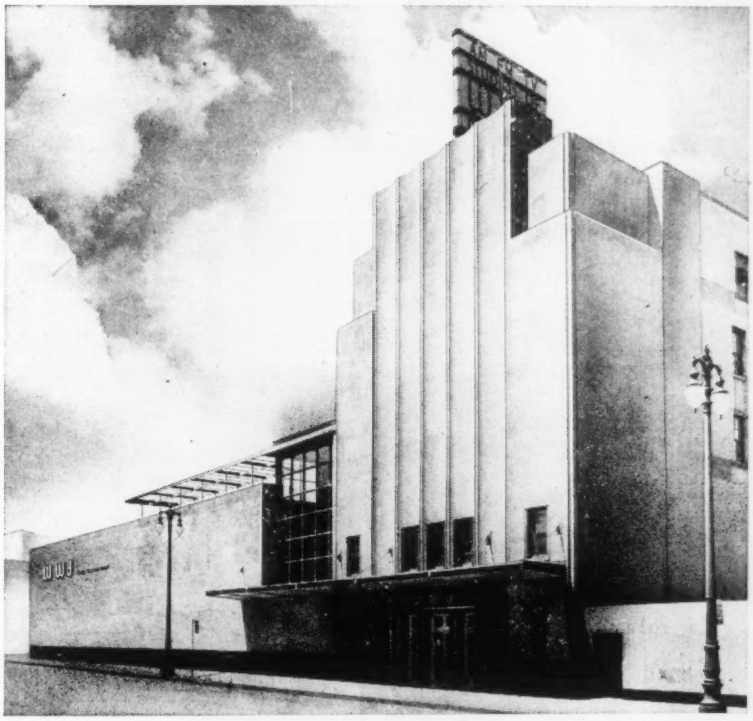
and the best buy because . . .

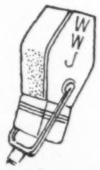
- *27 years of making friends — and sales*
- *Covers retail trading area of 198,299*
- *Affiliated with American Bcstg. Company*

Represented nationally by
JOSEPH HERSHEY McGILLVRA, INC. ★ **250W • 1400 WELL WELL-FM**

XUM

The busiest stations in America's automotive center





Today there are 1 ½-million radio homes and ½-million auto radios in the Detroit market. Best way to reach them, day and night, is through WWJ. For 32 years, it's the station Detroiters have looked to for the best in programs, and advertisers for the best in results. *At lowest cost, too!* WWJ costs less than the average cost-per-thousand for radio time in Detroit *. . . 14.5% less according to Pulse ratings!* To get your share of the 4-billion dollars retail business done in Detroit, employ Detroit's first radio station . . . WWJ.

Shortest distance between your visual sales message and the 800,000 TV sets in Detroit is through WWJ-TV, first TV station in Michigan. *Proof?* Whenever Detroit's 3 TV stations telecast the same event . . . conventions, elections, speeches, sports . . . ratings give WWJ-TV a greater audience than both other stations combined! *More proof?* Throughout the year, WWJ-TV carries most of the top-rated weekly shows! *Still more proof?* WWJ-TV is the busiest station in television. Besides its 10 hours of NBC network shows, WWJ-TV often exceeds 19 live shows in 7 hours of local programming daily in its new building, containing the largest and finest facilities in America!

WWJ . . . AM . . . FM . . . TV

BASIC NBC Affiliate | AM—950 KC 5000 WATTS | FM—97.1 MC | CHANNEL 4

THE WORLD'S FIRST RADIO STATION . . . *Owned and Operated by* THE DETROIT NEWS . . *National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY

MICHIGAN—(Continued)

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BAY CITY							
WBCM 1925	1440 1,000-D 500-N	Bay Bcstg. Co. Inc. 100 Center Ave. 7551	ABC Hollingbery	Harley D. Peet, p H. A. Giesel, gm & cm Charles E. Anthony, pd	Ralph H. Carpenter, ce Frank J. Walsh, nd & sd Edward Vallender, fd	JoAnn Bammel, wd	Wld. UP WE
WBCM-FM *1946*	*Chan. 241 (B)* *96.1mc* *41kw*						
WGRO 1949	1260 500-D	Gerity Bcstg. Co. 4451 Wheeler Rd. 3-1260	Sears & Ayer	James Gerity Jr., p Harley M. West, Jr., m	Phil Sanford, pd Edward T. Dillon, ce	Melda Lynn, wd	AP
BENTON HARBOR							
WHFB 1947	1060 1,000-D	Palladium Pub. Co. Benton Harbor 5-2113	Holman	Stanley R. Banyon, p Willard J. Banyon, vp J. P. Scherer, gm	Ted Vernasco, cm Munson Robinson, ce Ed Backus, nd	Ray Mittan, sd Peg Million, wd	Wld. AP RCA
WHFB-FM *1947*	*Chan. 260 (B)* *99.9mc* *9.28kw*						
BIG RAPIDS							
WBRN (CP)	1460 500-D	Paul A. Brandt 648		Paul A. Brandt, o	Spencer Denison, gm, cm		L-W, Ses. AP Gates
CADILLAC							
WATT 1945	1240 250	Midwestern Bcstg. Co. P. O. Box 219 1270	KBS, MBS Bunyan Holman	Les Biederman, p Art Nyhus, m	Merritt L. Chandler, slm	Bill Kiker, ce	Ses. AP
COLDWATER							
WTVB 1949	1590 5,000-D 500-N DA-2	Twin Valley Bcstrs. Inc. P. O. Box 32 1230	Southern Mich. McGillvra	George Hosek, p E. Harold Munn Jr., gm & ce Frank Tefft Jr., cm	James C. Macklem, asst. m Martin Creel, fd Warren Franklin, sd	Peggy Knauss, wd	Thes., Wld. AP G
WTVB-FM *1950*	*Ch. 252 (A)* *98.3mc* *0.31kw*						*RCA*
DETROIT							
CKLW (Windsor, Ont.) 1932	800 50,000 DA-1	Western Ontario Bcstg. Co. 3300 Guardian Bldg. Woodward 1-7200	MBS Young All-Canada	J. E. Campeau, p & gm E. W. Wardell, cm S. C. Ritchie, pd A. R. Gloster, pmm	W. J. Carter, ce C. E. Gunn, asst. slm Val Clare, nd Austin Grant, fd	Art Laing, sd Myrtle Labbitt & Mary Morgan, wd	Thes. INS, BUP RCA
CKLW-FM *1949*	*Ch. 230 (A)* *93.9mc* *0.25kw*						
WCAR 1939	1130 1,000-D (CP) 50,000-LS 10,000-N DA-2			(see Pontiac listing)			
***WDET* *(FM)* *1952*	*Chan. 270 (B)* *101.9mc* *52kw*	*Wayne University* *5063 Cass St.* *Temple 1-4441*	*NAEB Tape*	*Dr. Paul D. Rickard, gm*	*Lee S. Dreyfus, pd*	*Robert F. Schlorff, ce*	*Cap.* *GE*

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CKLW

Gives Advertisers the

GREATEST COVERAGE at the LOWEST RATE

of any Major Station in the

DETROIT AREA

50,000 WATTS 800 KC.

Guardian Bldg. Detroit, *Adam J. Young, Jr. Inc.* *National Rep.* *J. E. Campeau* *President* MUTUAL

THE NEW

WJBK

is ON ITS WAY

10,000 WATTS IN '53!

Biggest year ever in 1953! Biggest in power . . . 10,000 watts days, 5,000 watts nights! Biggest in audience . . . a million new listeners added to WJBK's loyal following. Biggest in results . . . greater sales pull in an even larger segment of the dynamic Detroit market. Get more sales . . . greatest return per radio dollar spent on the *New* WJBK, "The Station With a Million Friends".

THE NEW

WJBK *Detroit*

A STORER STATION

TOPS in MUSIC, NEWS and SPORTS

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-7690

Represented Nationally by THE KATZ AGENCY

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Li- brary, New Service Transmitte
WJBK 1926	1490 250 CP: 1500 10,000-D 5,000-N-DA-2	Storer Bcstg. Co. 500 Temple Ave. 3-7900	Katz	George B. Storer, p Gayle V. Grubb, vp & gm Harry Lipson, cm	Richard Fischer, pd Peter Storer, pmm Paul Frincke, ce	Al Nagler, sd	AP, INS RCA
WJBK-FM *1947*	*Ch. 226 (B)* *93.1mc* *30kw*						.... *WE*
WJBK-TV 1948		Storer Bcstg. Co. 500 Temple Ave. Temple 3-7900	(For full information see TELECASTING Yearbook)				
WJLB 1925	1400 250	Booth Radio & TV Stations Inc. 3100 Broderick Tower Woodward 5-2000	Forjoe	John L. Booth, mngn. d E. E. Nyy, m E. V. Hay, cm	Geo. R. Kendall, pd E. H. Clark, ce Richard Pavey, nd	Bill Carnett, sd Leontine Keane, wd	Wld. AP
WBRI (FM) *1941*	*Chan. 250 (B)* *97.9mc* *3.3kw*	*(WJLB, AM affiliate)*					....
WJR 1927	760 50,000	WJR, The Goodwill Station Inc. Fisher Bldg. Trinity 5-4440	CBS,Christal Radio Time Sales	John F. Patt, p Worth Kramer, vp & gm Wm. G. Siebert, secy.-treas.	George F. Leydorf, vp & ce George Cushing, vp Elmer O. Wayne, slm	Franklin Mitchell, pd James H. Quello, pub. rel. & adv. d Norman White, prod. d	Wld., Thes. AP, UP, INS WE
WJR-FM *1948*	*Chan. 242 (B)* *96.3mc* *24kw*						
WKMH 1946	1310 5,000-D 1,000-N-DA-2	WKMH Inc. WKMH Bldg. Tiffany 6-8500	Mich. Bcstg. Headley-Reed	Fred A. Knorr, p & gm George M. Miller, vp & cm Jerrold Martin, vp & ce	Verna Borsodi, pd Clare Linn, prod. chief Richard Buller, nd	Terry Washburn, fd Frank Sims, sd	L-W UP, INS RCA
WKMH-FM *1950*	*Ch. 262 (B)* *100.3mc* *7.7kw*						
WLDM (FM) *1949*	*Chan. 238 (B)* *95.5mc* *20kw*	*Lincoln Bcstg. Co.* *15401 W. Ten Mile Rd.* *Jordan 4-5835*		*Harold I. Tanner, p & gm* *John A. Ross, secy.-treas.*	*Russell H. Matson, cm* *Frank Gaal, pd*	*Jerome F. Steadley, ce*	*Thes., Wld.* *St., Assoc.* .... *REL*
WWJ 1920	950 5,000 DA-N	The Evening News 615 W. Lafayette Woodward 2-2000	NBC Hollingbery	Edwin K. Wheeler, gm Don DeGroot, sm	Charles Penman, pdm & prog. m Jim Eberle, d. pub. affairs Edgar J. Love, gm. of engrg.	Wendell Parmelee, nat. slm Tom MacMahon, nd John Merrifield, fd	Thes., L-W AP, UP WE
WWJ-FM *1941*	*Ch. 246 (B)* *97.1mc* *48kw*						.... *REL*
WWJ-TV 1947		The Evening News 622 W. Lafayette Woodward 2-2000	(For full information see TELECASTING Yearbook)				
WXYZ 1925	1270 5,000 DA-N	WXYZ Inc. 1700 Mutual Bldg. Woodward 3-8321	ABC, Mich. Radio Blair	James G. Riddell, p & gm Harold S. Christian, cm Phil Brestoff, pd	Charles Kocher, ce William E. Morgan, adv. & pmm Harold L. Neal, asst. slm	Tom A'Hearne, nd Don Wattrick, sd Edythe Fern Melrose, wd	St. AP, INS RCA
WXYZ-FM *1948*	*Chan. 266 (B)* *101.1mc* *30kw*						.... *GE*
WXYZ-TV 1948		WXYZ Inc. 1700 Mutual Bldg. Woodward 3-8321	(For full information see TELECASTING Yearbook)				
EAST LANSING							
*WKAR 1922	870 5,000-D	Mich. State College 8-1511, ext. 488	NAEB Tape	Robert J. Coleman, gm Lawrence Frymire, pd Norris E. Grover, ce	James Adams, nd Howard Haas, fd	Robert Shakleton, sd Mary Collopy, wd	Thes., SES AP WE
WKAR-TV 1952		Mich. State College 8-1511, ext. 488	(For full information see TELECASTING Yearbook)				
ESCANABA							
WDBC 1941	680 1,000 DA-2	Delta Bcstg. Co. P. O. Box 419 3190 & 3191	MBS Walker	George D. Lindenthal, gm Frank J. Lindenthal, bus. m Robert E. Wagner, pd, pmm & sd	Jack Foster, ce J. W. Hagerman, nd	M. W. Strasser, fd	Thes. UP RCA
WESK (CP)	1490 250	M & M Bcstg. Co. Radio Park Marinette, Wisc.					
FLINT							
WBBC 1947	1330 1,000 DA-2	Booth Radio & TV Stations Inc. 3076 E. Bristol Rd. 9-8686	MBS Weed	John L. Booth, p W. Gerald Schroeder, gm & cm G. E. Ryan, ce	J. Rush, nd & fd Ed Berryman, sd	Maude Beagle, wd	Wld. AP Col.
WCLC 1952	1470 1,000 DA-1	Adelaide L. Carrell 1623 Utica Ave. Tulsa, Okla.		Alelaide L. Carrell, o			
WCTV(TV (CP)		Trans-American Television Corp.	(For full information see TELECASTING Yearbook)				
WFDF 1922	910 1,000 DA-1	Trebit Corp. Garland at First Ave. 2-7158	ABC Katz	Harry M. Bitner, p Lester W. Lindow, gm Elmer A. Knopf, pd & nd	Gerald Wolpert, ce Marvin Levey, sls pmm Jack Lewin, nd	Dan Hunter, sd Thelma Grinbarg, wd	St., Thes. AP RCA
WFUM (FM) *(CP)*	*Ch. 296(A)* *107.1mc* *0.4kw*	*Regents of the U. of Michigan*					
WMRP 1946	1510 250-D	Methodist Radio Parish 3217 Lapeer 3-5112	KBS Best	William H. Morford, gm Richard Carter, cm	Homer Blumerich, ce Clif Martin, nd	Ron Teuber, sd	St. UP Tem.
WTAC 1946	600 1,000-D 500-N-DA-1	Trendle-Campbell Bcstg. Co. 740 S. Saginaw St. 2-1136	NBC Raymer	George W. Trendle, p H. Allen Campbell, gm J. R. McKinley, cm	Laurence Arnold, pd Frank Folson, ce Betty Wilcox, pmm	Oscar Huff, nd Leon McNew, sd	L-W UP RCA
WTAC-TV (CP)		Trendle-Campbell Bcstg. Co. 740 S. Saginaw St. 2-1136	(For full information see TELECASTING Yearbook)				
GAYLORD							
WATC 1950	900 1,000-D	Midwestern Bcstg. Co. Paul Bunyan Bldg. Traverse City Traverse City 2700	Paul Bunyan Holman	Les Biederman, p Mitch Gordon, gm	Gerald Crittenden, cm Ken Haven, pd	Wm. Kiker, ce Bob Durrett, nd Dusty Rhodes, sd	St. AP G

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First in Flint
WFDF

The largest General Motors plant city in the world . . . that's busy, bustling, "FABULOUS FLINT" . . . the home of Buick, Fisher Body, and AC Sparkplug Divisions of General Motors and with two of Chevrolet's largest plants as well.

But Flint is still growing! A $30,000,000 civic expansion program is providing new schools, hospitals, water supply system, bridges, wider streets and an improved airport and park system. Thus Flint keeps in step with the expanding industrial program that is adding 5,400,000 MORE square feet of manufacturing space to Flint factories.

And WFDF IS FIRST IN FLINT . . . first in a GROWING market where 18.5% more people are spending three times more than they did ten years ago . . . FIRST in an ACTIVE market where more than $315,000,000. changes hands every year . . . and FIRST in a RICH market where wages are 32.4% higher than the national average.

. . . tell YOUR sales story over WFDF and make SURE of a share in the RICH FLINT MARKET.

NBC IN FLINT

WFDF
910 KILOCYCLES
FLINT, MICHIGAN

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis —WEOA Evansville

MICHIGAN—(Continued)

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GRAND RAPIDS							
WFRS(FM) *1949*	*Ch. 223(B)* *92.5mc* *10.5kw*	*Grand Rapids Bcstg.*					
WFUR 1947	1570 1,000-D	Furniture City Bcstg. Corp. 399 Garfield Ave. SW Glendale 6-9541	Best	William Kuiper, p & gm Henry J. Swierenga, cm	Henry G. Bosch, pd John D. Timmer, ce	Roy W. Marsh, traffic m Gordon Kibby, nd	Assoc. UP Ray.
WGRD 1947	1410 1,000-D	Music Bcstg. Co. 35 Lafayette N. E. 9-4111		Paul F. Eichhorn, p & gm R. Thompson Mabie, pd	Richard Groenevelt, ce Thomas Van Tol, nd & fd	John R. Speer, copy chief	St. AP WE
WJEF 1945	1230 250	Fetzer Bcstg. Co. Pantlind Hotel Glendale 6-8512	CBS Avery-Knodel	John E. Fetzer, p & gm Carl E. Lee, adm. asst. Martin Giaimo, sm & slm	Bruce Glycadgis, tech. sup. Don Hoylman, nd Carleton W. Collin, fd	Boyd Harvey, sd Jane Ann Hoylman, wd Dr. Willis F. Dunbar, pub. affairs	Thes. AP RCA
WJEF-FM *1951*	*Ch. 229 (B)* *93.7mc* *115kw*						
WLAV 1940	1340 250	Versluis Radio & TV Corp. 6 Fountain St., NE Glendale 6-5461	ABC Pearson	Leonard A. Versluis, p Hy M. Steed, vp, g & cm Bob Kirby, pd & nd	Lee G. Stevens, ce Joanne Randall, traffic m & wd Gene Peterson, sd	C. L. Mullen, secy.	St. UP RCA
WLAV-FM *1946*	*Chan. 245 (B)* *96.9mc* *3kw*						.... *Fed.*
WOOD 1924	1300 5,000 DA-N	Grandwood Bcstg. Co. 1408 G. R. Natl. Bank Bldg. 9-4125	NBC Katz	H. M. Bitner, p Willard Schroeder, gm & cm Franklin G. Sisson, pd	David Hoyle, pmm Louis Bergenroth, ce Robert Runyon, nd	Dick Henry, fd Bob Smith, sd Carol Duvall, wd	Wld. AP RCA
WOOD-TV 1951		Grandwood Bcstg. Co. 1408 G. R. Natl. Bank Bldg. 9-4125	(For full information see TELECASTING Yearbook)				
HOLLAND							
WHTC 1948	1450 250	Holland Bcstg. Co. 5 E. 8th St. 9482	Best	W. A. Butler, p Sandy Meek, gm & cm Larry Collins, pd & nd	John Klungle, ce Robt. S. Greenhoe, sd	Mary Emma Young, wd	Thes., Wld. L-W AP Col.
HOUGHTON							
WHDF 1929	1400 250	Upper Michigan Bcstg. Co. Douglass Hotel one	MBS Walker	George L. Burgan, o & ce Albert W. Payne, gm & cm	Earl Norden, pd, nd & pmm	Peter Fausone, sd	Wld. AP Cont.

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ROYAL OAK-DETROIT

*. . . where radio reaches just four-tenths of 1% less than everybody**

WEXL
ROYAL OAK
DETROIT, MICHIGAN

Nowhere else in Michigan (and perhaps in the U.S.) can radio boast of 99.6% coverage . . . just 4/10ths of 1% less than everybody.

WEXL had more than a little to do with this record since the record was achieved in its domain. For 27 years WEXL has tested audience reactions and firmed up a programming of intense interest to the community of Royal Oak and Detroit.

WEXL's 856,640 radio homes are an important chunk of your Detroit and Michigan coverage. Underscore your sales by including WEXL. Gill-Keefe & Perna will gladly tell you more.

W ayne
O akland
M acomb
C ounties
(WOMC . . . our FM affiliate)

** Thanks to KNX Los Angeles, where radio reaches just 1% less than everybody.*

Jacob B. Sparks, Pres. & Gen. Mgr.   Gordon A. Sparks, Sec'y.-Treas. & Mgr.   Garnet G. Sparks, V.P. & Ch. Eng.

FOR 27 YEARS MICHIGAN'S OLDEST INDEPENDENT SERVING 856,640 RADIO HOMES

GILL-KEEFE-PERNA, INC. — NATIONAL REPRESENTATIVES

IONIA							
WION (CP)	1430 500-D	Ionia Bcstg. Co. 3529 Cumberland Rd. Berkeley, Mich.	Best	Monroe MacPherson, p Al LaGuire, gm	William M. MacPherson, pd	J. I. Grove, ce	Thes. AP
IRON MOUNTAIN							
WMIQ 1947	1450 250	Iron-Mountain-Kingsford Bcstg. Co. 211 E. Ludington St. 2031		Frank J. Russell Jr., p			....
IRON RIVER							
WIKB 1949	1230 250	WIKB Inc. 234 W. Genesee St. 102	MBS, KBS Upper Midwest Walker	Henry H. Frailing, p J. F. Kauper, gm, cm & pmm E. A. Kaari, ce	R. E. Sorensen, pd & nd Len Johnson, fd & sd	Ann Casioli, wd	Thes. .... G
IRONWOOD							
WJMS 1931	630 1,000 DA-N	Upper Mich.-Wis. Bcstg. Co. 124 E. McLeod Ave. 20	MBS Walker	William L. Johnson, p Donald R. Hoover, gm	Laura Johnson, pd Arne Dahlbacka, ce	Bob Olson, nd & sd Rose Isaac, wd	Thes. UP Col.
ISHPEMING							
WJPD 1947	1240 250	Ishpeming Bcstg. Co. Jenks Block 1892	KBS Bunyan Upper Midwest	James P. Deegan, p, gm & cm Paul C. Crowley, pd, fd & sd	Carl B. Tupala, pmm & nd Bernard R. Maloney, ce	Lois Ruth Holmgren, wd	Wld. AP Ray.
JACKSON							
WIBM 1927	1450 250	WIBM Inc. 2511 Kibby Rd. 6121	ABC Forjoe Holman	Herman Radner, o Roy Radner, p Wm. Cizek, sm	Jack Underwood, pd Bill Hall, pmm Charles Wirtanen, ce	Fred Sackrider, fd	L-W AP RCA
WIBM-FM 1948	*Ch. 222 (B)* *92.3mc* *16kw*						
WIBM-TV (CP)		WIBM Inc. 2511 Kibby Rd. 6121	(For full information see TELECASTING Yearbook)				
WKHM 1951	970 1,000-DA-2	Jackson Bcstg. & TV Corp. 441 Wildwood 4-7181	MBS Michigan Headley-Reed	Fred A. Knorr, p Walter Patterson, mgng. d Robert Wright, cm	Robert Thaw, pd Paul Wright, ce Ron Milton, nd	Bess Wright, wd	Wld. UP WE
KALAMAZOO							
WKMI 1947	1360 1,000-DA-N	Howard Steere 301 State Theatre Bldg. 4-0111	ABC, NBC H-R Reps.	Howard D. Steere, p Emil J. Popke, Jr., gm	Carl Stephens, ce Lillian Breed, traffic m	Richard Stedman, sd Ann Lieberman, wd	St. UP Ray.
WKMI-TV (CP)		Howard Steere 301 State Theatre Bldg. 4-0111	(For full information see TELECASTING Yearbook)				
WKZO 1923	590 5,000 DA-N	Fetzer Bcstg. Co. 124 W. Michigan Ave. 3-1223	CBS Avery-Knodel	John E. Fetzer, p & gm Carl E. Lee, adm. asst. Otis T. Gaston, acct. exec.	John W. O'Harrow, sls serv d Harry E. Travis, pd Arthur E. Covell, trans. tech. sup.	Francis L. Morse, studio Sup. Frank Benesh, nd Carleton W. Collin, fd	Thes. AP RCA
WKZO-TV 1950		Fetzer Bcstg. Co. 124 W. Michigan Ave.	(For full information see TELECASTING Yearbook)				
LANSING							
WILS 1947	1320 5,000-D 1,000-N DA-2	Lansing Bcstg. Co. 407-11 N. Washington Ave. 2-1655	Taylor	W. A. Pomeroy, p & gm John C. Pomeroy, asst. m & ce Walter Dennis, cm	Alex Dillingham, pd Walt Braeger, pmm John Maters, nd	Hap Hourigan, fd Dave Froh, sd Janet Allen, wd	L-W, Cap. AP RCA
WJIM 1934	1240 250	WJIM Inc. Bank of Lansing Bldg.	ABC, NBC Michigan H-R Reps.	Harold F. Gross, p Howard K. Finch, gm & pd	Charles Wallace, ce	Marion Stutes, nd	Wld., St. UP RCA
WJIM-TV		WJIM Inc. Bank of Lansing Bldg. 2-1333	(For full information see TELECASTING Yearbook)				
LAPEER							
'WMPC 1926	1230 250 SH	The Liberty Street Gospel Church of Lapeer 455J.		Frank S. Hemingway, p, gm	Hollis F. Hayes, ce		
LUDINGTON							
WKLA 1944	1450 250	Raymond A. Plank Ludington Bcstg. Co. E. Ludington Ave. 842	ABC, KBS Burn-Smith	Raymond A. Plank, p, gm & ce Jerry Breen, cm & pmm	Tom Matthews, pd, nd & sd Don Hack, fd	Fay Hull, wd	.... UP WE
MANISTEE							
WMTE 1951	1340 250	Manistee Radio Corp. Radio Rd. 1340	Best	E. J. Powell, vp & gm Edward Owens, cm	John A. Sullivan, pd Tony Carroll, ce	Cris Emunson, wd	L-W AP G
MARINE CITY							
WSDC 1951	1590 1,000-D-DA	Radio St. Clair 5300 Marine City Hgwy. 3471		Jerry W. Coughlin, p John Bell, gm & sd Irving H. Kempner, cm	Stanley Heinemann, pd & pmm Robert Burr, ce Jim Sullivan, nd	George Cowan, fd	.... INS Ray.
MARQUETTE							
WDMJ 1931	1320 1,000 DA-N	Lake Superior Bcstg. Mining Journal Bldg. 616	MBS, KBS Northern	Leo G. Brott, gm Robert J. Luke, cm Eldon W. Wallace, pd & nd	Howard E. Swanson, pmm & fd Gordon H. Brozek, ce	Robert Wallenstein, sd	Thes. UP G
MENOMINEE							
WMAW 1952	1340 100	Green Bay Bcstg. Co. P. O. Box 148 Green Bay, Wisc.	ABC				
MIDLAND							
WMDN 1948	1490 250	Rich Publ. House Inc. Midland, Mich. 4000		Phil T. Rich, p	J. A. Sturgeon, gm	Peter Wolf, ce	L-W, Thes. AP G
MT. CLEMENS							
WMLN (FM) 1947	*Chan. 292 (A)* *106.3mc* *0.34kw*	*Macomb Publ. Co.* *67 Cas. Ave.* *3-1501*	*Continental*	*Paul W. McKee, p*	*Mark T. McKee Jr., gm*	*Wilburn A. Schattler, ce*	.... UP GE
MT. PLEASANT							
WCEN 1949	1150 1,000-D 500-N DA-N	Paul A. Brandt 112½ E. Broadway 33-171		Paul A. Brandt, p Bob Clayton, gm	James Bailey, pd & nd Ron Wilson, sd	Gilbert Roberts, ce Gertrude Dimpel, wd	St., SES. AP G

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
MUSKEGON							
WKBZ 1926	850 1,000 DA-2 (CP) 5,000-D 1,000-N DA-2	Ashbacker Radio Corp. 432 Apple Ave. 26-051	ABC Meeker	Arch Shawd, p & gm Robert Johnson, pd	William Bennett, pmm George Krivitzky, ce	Martin Whalen, nd Jack Roach, sd Kenneth Pendelton, tech. d	Thes. AP Ray.
WKBZ-FM *1948*	*Chan. 225 (B)* *98.9mc 4.7kw*						
WKNK 1949	1600 5,000 DA-N	Nicholas W. Kuris Federal Square 32-126	MBS Best	Nicholas W. Kuris, p & gm John S. Bell, gm, sd	Henry Veenstra, cm, pmm Evelyn Johnson, pd	Perd Reynolds, ce Paul Elliott, nd, fd	Wld. UP Gates
WMUS 1946	1090 1,000-D	Greater Muskegon Bcstg. Inc. 517 W. Giles Rd. 4-1672	Holman	Dalton C. Hille, gm, cm, & nd	William Wickstrom, pd & sd	Sam Lombardi, ce	UP WE
..........TV (CP)		Versluis Radio & Television Inc.		(For full information see TELECASTING Yearbook)			
OWOSSO							
WOAP 1948	1080 250-D	Owosso Bcstg. Co. 2301 N. Shiawassee 980	McGillvra	J. E. Campbell, p M. H. Wirth, gm Merrill Walker, m, pd & nd	Clem Sellers, pmm Maynard Carson, ce Joe Kinosky, fd	Ray Smith, sd Jill Hightower, wd	L-W AP GE
WOAP-FM *1949*	*Chan. 276 (A)* *103.1mc, 1kw*						
PETOSKEY							
WMBN 1946	1340 250	Midwestern Bcstg. Co.	MBS, KBS Bunyan Holman	Les Beiderman, p	Ralph Pierson, gm Merton Carter, slm	Johnny Cossens, pd	
PONTIAC							
WCAR 1939	1130 1,000-D CP: Detroit 50,000-D 10,000-N DA-2	WCAR Inc. 2146 Telegraph Rd. Federal 3-7141		H. Y. Levinson, p & gm Wayne N. Cook, vp & ce	Frank F. Firnschild, vp & pd	William G. Lenhard, cm	Assoc. AP, INS RCA
WCAR-FM *1948*	*Chan. 258 (B)* *99.5mc 20kw*						
PORT HURON							
WHLS 1938	1450 250	Port Huron Bcstg. Co. 932 Military St. 2-8536	MBS Gill, Keefe & Perna	John F. Wismer, gm & cm Ernest O. Ferriby, pd	George Carroll, ce R. A. Whitford, nd	L. A. Patterson, fd Ned S. Hubbell, sd	St., Wld. UP RCA
WTTH 1947	1380 1,000 DA-1	Times Herald Co. 903 Sixth St. 5171	ABC Weed	Louis A. Weil, p William L. Weil, gm Gaylord H. Forbes, cm	Richard Sommerville, pd & nd Walter Parry, co-c Kenneth Kunze, co-c	Alice M. Anderson, asst. m Ed Forbes, fd Ed Senyczko, sd	Thes., St. AP G
ROGERS CITY							
WHAK 1949	960 1,000-D CP: 5,000-D	Rogers City Bcstg. Co. Rogers City 175		Harvey A. Klann, p, gm & ce Albert Klann, cm & pmm	Dick Welsch, nd Jack Brown, fd	Ward Mayrand, sd Dolores Klann, wd	L-W UP Ray.
ROYAL OAK							
WEXL 1926	1340 250	Royal Oak Bcstg. Co. 212 W. Sixth St. Lincoln 4-2200	Gill, Keefe & Perna	J. B. Sparks, p & gm Gordon A. Sparks, cm pd & nd	Ernest Holder, slm Garnet G. Sparks, ce	Bob Terry, sd	AP, INS RCA & Ray.
WOMC(FM) *1948*	*Chan. 282 (B)* *104.3mc 18kw*	*(WEXL, AM affiliate)*					

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WLEW
BAD AXE
BAY CITY
SAGINAW
PORT SANILAC
MARLETTE
LEXINGTON
IMLAY CITY
FLINT
LAPEER
WHLS
PORT
HURON
PONTIAC
MOUNT CLEMENS
DETROIT

WLEW WHLS

SOLD as a package to cover all Michigan's Thumb

A COMBINATION THAT PUTS POWER WHERE THE POPULATION IS

WHLS

WHLS the Primary Voice of the Blue Water Area for Over 14 Years

	Radio Families	Retail Sales 1950
St Clair	30,500	100,584,000
Sanilac	9,105	20,465,250
Lapeer	7 875	21,935,250
Macomb	52,440	150,565,000
Oakland	59,000	190,687,500

PORT HURON

In a rich industrial and urban area where 165,000 shop regularly in the center of Eastern Michigan's vacationland at the site of the Blue Water International Bridge — gateway to Canada and the eastern United States A city famous for vacations and conventions A city of diversified industry with abundant power located on the world's busiest waterway.

WLEW

The Only Primary Radio Signal in the Thumb

	Radio Families	Retail Sales 1950
Huron	11,790	32,642,000
Sanilac	12,140	27,287,000
Tuscola	39,600	33,377,000
Lapeer	2,625	7,311,750

BAD AXE

A prosperous Community which receives no primary radio signal from any station in Northeastern Michigan Huron County and the "Thumb" of Michigan are one of the State's richest Agricultural areas — famous for its Farms, the production of Beans and Sugar Beets and a growing Cattle industry

WHLS
PORT HURON
250 watts-fulltime

WLEW
BAD AXE
250 watts-daytime

225,075 Radio Families This Combination $584,855,750 in Retail Stores
1952 Pulse Survey Available

GILL-KEEFE-PERNA, INC. — NATIONAL REPRESENTATIVES
New York Chicago Los Angeles San Francisco

MICHIGAN SPOT SALES — MICHIGAN STATE REPRESENTATIVE

15001 Michigan Ave.
Dearborn, Michigan — Tel: Tiffany 68500

SAGINAW

WKNX 1947	1210 1,000-D	Lake Huron Bcstg. Corp. 221 S. Washington Ave. 3-4471	Gill, Keefe & Perna	William J. Edwards, p & gm Alvin M. Bentley, vp Howard H. Wolfe, sm & fd	Robert Dyer, pd Henry Scott, pmm Max W. Thomas, ce	Britton Temby, nd Bill Seaman, sd Ida Clayton, wd	.... UP Ray.
WKNX-TV (CP)		Lake Huron Bcstg. Corp. 221 S. Washington Ave. 3-4471		(For full information see TELECASTING Yearbook)			
WSAM 1940	1400 250	Saginaw Bcstg. Co. 2435 Holland Ave. 2-8161	NBC Headley-Reed	Milton L. Greenebaum, p & gm	Raymond G. Ulbrich, asst. m, sd & pd	Harold McCullen, ce Harry Smith, nd	St. AP RCA
WSAM-FM 1947	*Chan. 251 (B)* *98.1mc* *1.7kw*						
WSGW 1950	790 1,000 DA-2	Booth Radio & TV Stations Inc. 400 Mason Bldg. 3-4456	MBS Pearson	John L. Booth, p Robert W. Phillips, gm & cm Frederick Krell, pd	Harold Volz Jr., ce Frank Wells, nd Don Andrews, fd	Dusty Rhodes, sd Marilyn Baldwin, wd	Thes. AP WE

SAULT STE. MARIE

WSOO 1940	1230 250-D 100-N	Hiawathaland Bcstg. Co. 208 Ashmun St. 3000	ABC, Northern	Stanley R. Pratt, p & gm Richard Y. Burnett, sm & cm Edward L. Krieger, pd, pmm & fd	Wm. F. Morris, ce Bruce Martyn, nd	Homer W. Foster, sd Vera Hotton, wd	Thes., Ses. AP RCA

STURGIS

WSTR 1951	1460 500-D	WSTR Inc. So. Nottawa Rd. 1199	KBS, So. Mich. McGillvra	E. Harold Munn, Jr., gm Charles R. Palmquist Jr., sm, cm & sd	Charles L. Jones, pd Jean Hart, asst. sm Paul M. Winchester, ce	William S. Miller, nd & fd Rama Pierson, wd	Thes., Wld. AP RCA

TRAVERSE CITY

WTCM 1941	1400 250	Midwestern Bcstg. Co. Paul Bunyan Bldg. 2700	MBS, KBS Bunyan Holman	Les Beiderman, gm			

MINNESOTA

ALBANY

KASM 1950	1150 500-D	Stearns County Bcstg. Co. 1150	KBS Continental	W. H. Blattner, p Urban J. Keppers, gm Rolland Lawnsbury, cm	Celestine Hanauska, pd & wd Clyde Weivoda, ce	John Nugent, pmm & sd Clifford Matzdorf, nd & fd	L-W UP G

ALBERT LEA

KATE 1937	1450 250	Albert Lea-Austin Bcstg. Co. Inc. 332 S. Broadway 2338	ABC, Southern Minnesota Meeker	Bennett O. Knudson, p E. A. Van Alstyne Jr., gm Kenneth Peterson, cm	Robert Holt, ce Marie Prosser, n & wd	Cliff Cairns, fd Dave Pickard, sd	Thes., SES. UP Col.

ALEXANDRIA

KXRA 1949	1490 250	Alexandria Bcstg. Corp. 1000	.... Lawson	R. C. Brown, gm Everette Walters, cm Kenneth Bechtel, pd	Kenneth Olson, ce Wayne Moody, n & sd	Kenneth Tessmer, fd Frances Anderson, wd	Thes. .... Col.

AUSTIN

KAUS 1948	1480 1,000-DA-2	Cedar Valley Bcstg. Co. 405-A N. Main St. 8836	MBS Pearson	Harry Smith, p L. L. McCurnin, g & cm	T. T. Steensland, pd & nd Ken Soderberg, pmm	Glen Klein, ce Roland Dain, sd	Wld. AP GE

IN ANSWER TO THE QUESTION: *

WHAT RADIO STATION DO YOU LISTEN TO MOST IN YOUR HOUSE?

MORE PEOPLE IN SAGINAW-BAYCITY SAID

"WSAM"

THAN ANY OTHER STATION!

For the *Best* Programs—With The *Most* Listeners—At The Least Cost!

CHOOSE

WSAM

RADIO BUILDING

SAGINAW, MICHIGAN

NATIONAL REPRESENTATIVE—HEADLEY-REED

NBC AFFILIATE for NORTHEASTERN MICHIGAN

AM + FM

SAGINAW'S FIRST STATION!

* Details of this survey, made by a prominent Detroit advertising agency, are available upon request.

MINNESOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
BEMIDJI							
KBUN 1946	1450 250	Butler Bcstg. Co. Inc. 419½ Beltrami Ave. 1900	MBS, KBS Upper Minn. Lawson	Edward W. Butler, p, g, c & pmm & sd	Gwenyth Butler, pd & wd	Delwin Grage, ce	SES. UP RCA
BRAINERD							
KLIZ 1946	1400 250	Brainerd Bcstg. Co. 2700 E. Oak St. 2853-2854	MBS, Upper Midwest Walker	Ed Tom O'Brien, p & gm Earl R. Johnsen, s & cm Mrs. Lucille Grosse, pd	James Peterson, ce Mrs. Miriam Hylland, pmm & wd	Alver Leighton, nd & sd Charles Peterson, fd	Cap. AP G.
BRECKENRIDGE							
KBMW 1948	1450 250	Interstate Bcstg. Corp. P. O. Box 249 25567	Upper Midwest Lawson	Kline Bower, p Robert H. Printup, g & pmm	Geo. Kaufman, cm & sd Clayton Kulseth, pd Grant Unkenholz, ce	Dick Johnson, nd Harold Grant, fd Gerry Ralston, wd	St. UP Col.
CLOQUET							
WKLK 1950	1230 250	Cloquet Bcstg. Co. 124½ Ave. C 1450	KBS	Albert S. Tedesco, p Dale R. Peterson, gm & sd Richard A. Rall, cm	Marlene Beauchene, pd Darrel Gander, ce Beverly Norgren, pmm & wd	Burt Oien, nd Dean Cates & Nancy Anderson, fd	L-W UP Col.
CROOKSTON							
KROX 1948	1260 1,000-D 500-N DA-N	Crookston Bcstg. Co. Eagle's Bldg. 1050	KBS, Upper Midwest Cook, Grant, Lawson	Wm. J. Kiewel, p & gm Garfield Fox, vp & cm Jerome A. Dahlberg, pd & secy	Earl Handyside, ce Fred Norman, pmm Erling R. Melbye, slm	Cornelia Knocbar, nd Carl Ash, fd Evelyn Baustian, wd	Thes., Wld. UP Ray.
DETROIT LAKES							
KDLM 1951	1360 1,000-D	Detroit Lakes Bcstg. Corp. 1360 Richwood Rd. 1100	.... Lawson	R. C. Brown, p Gordon Hutton, gm	Phil Solberg, cm Charlotte Mansur, pd & wd	S. Rasmussen, ce Roger Awsumb, nd	Wld. AP G.
DULUTH							
WFTV(TV) (CP)		Great Plains TV Properties Inc. 4 W 58th St. New York 19, N. Y.		(For full information see TELECASTING Yearbook)			
KDAL 1936	610 5,000-DA-N	Red River Bcstg. Co. 218 Bradley Bldg. 2-2628	CBS Avery-Knodel	Dalton Le Masurier, p & gm Odin S. Ramsland, cm Jack Gordon, pd	Robert Dettman, ce Dale Cowle, pmm William Krueger, nd	Mark Thompson, fd Don Dahl, sd Elezebeth Brown, wd	L-W AP RCA
WEBC 1924	1320 5,000-DA-N	Head of the Lakes Bcstg. Co. WEBC Bldg. 2-2873	NBC Arrowhead, Bulmer, Johnson Hollingbery	Morgan Murphy, p Walter C. Bridges, gm Clifford J. Lue, cm	Earl Henton, pd & pmm Norman P. Gill, ce Garth Germond, nd	D. T. Grussendorf, fd Hal Searls, sd Elgie Carter, wd	Wld., SES. UP ....
WEBC-FM *(CP)*	*Ch. 222(B)* *92.3mc* *64kw*						
WREX 1948	1080 10,000-D 5,000-N-DA-2	Lake Superior Bcstg. 213 E. Superior St. 7-2911	MBS Forjoe, Lawson	Herschel Fryberger, o Robert J. Rich, gm	Dennis Murphy, pd & sd Cliff Erkilla, ce	Elizabeth Smith, pmm Loren Paynter, nd	.... UP RCA
EVELETH							
WEVE 1947	1340 250	Carl Bloomquist 1340	MBS, Upper Midwest Lawson	Carl Bloomquist, p Arthur F. Nelson, gm	Robert Daniels, pd Joe Cerar, ce	Al Williams, sd Celia Begich, wd	St. .... Col.
FAIRMONT							
KSUM 1948	1370 1,000 DA-2	Fairmont Bcstg. Co. 306 N. Park St. 1370	MBS Rambeau, Lawson	Leo J. Seifert, p Frank W. Endersbe, g & cm	Robert Colburn, pd Lawrence Lawson, ce Jack Vollrath, nd	Dick Mahar, sd Annabel Webb, wd	Thes. AP RCA
FARIBAULT							
KDHL 1948	920 1,000 DA-2	KDHL Bcstg. Co. 213 Central Ave. 2312	Independent, Upper Midwest Lawson	Herbert Lee, ptnr., gm & pd Palmer Dragsten, ptnr. & cm	John E. Hyde Jr., ptnr. & ce Francis Robbins, nd	Tom Bachrach, sd Mera Ballis Frydenlund, wd	Cap. AP Ray.

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KROC
KATE
KYSM

Concentrated Coverage of the Fabulous Farmlands of
SOUTHERN MINNESOTA

IN THIS 32-COUNTY MARKET:

POPULATION	774,100
RADIO HOMES	211,350
RETAIL SALES	$856,245,000
FARM INCOME	$772,032,000
INCOME PER FARM	$ 11,705

One of America's finest agricultural regions, served best by the Southern Minnesota Network.

Sell Southern Minnesota from the "inside" with the area's favorite stations.

Southern Minnesota Network

KROC (NBC)
ROCHESTER

KATE (ABC)
ALBERT LEA

KYSM (NBC)
MANKATO

National Representatives: ROBERT MEEKER ASSOCIATES

Regional Representatives: BULMER & JOHNSON

FERGUS FALLS

KGDE 1926	1250 1,000-D 500-N-DA-N	Fergus Radio Corp. Lincoln Ave. W. 3986	MBS, Great Northern Walker	Harold L. Dell, exec. dir. Don. L. Albertson, sm	Frederick T. Dell, asst. m Harold E. Allen, ce	Peggy Jo Albertson, wd	.... AP Col.

GRAND RAPIDS

KBZY 1948	1490 250	Itasca Bcstg. Co. 198	MBS	Robert D. Kennedy, p, g & cm	Bud Germ, pd & pmm Ross Fesenmeyer, ce	Bill Lane, sd	.... Col.

HIBBING

WMFG 1935	1240 250	Head of the Lakes Bcstg. Co. 3-7531	NBC Arrowhead, Hollingbery, Bulmer & Johnson	Morgan Murphy, p Walter C. Bridges, gm Oscar H. Peterson, cm	Ruth E. Coe, pd, pmm & wd Norman Gill, ce	G. W. Jonson, nd Bud Johnson, sd J. J. McCann, fd	Wld., SES. UP Col.

HUTCHINSON

.... (CP)	1260 1,000-D	McLeod County Bcstg. Co. 741 E. Geranium St. St. Paul 6, Minn.		Victor J. Tedesco, p			

LITTLE FALLS

KLTF 1950	960 500-D	Little Falls Bcstg. Co. 105½ E. Broadway 367	KBS	John H. Lemme, p & fd Wayne L. King, gm, n & sd	Sumner H. Sabean Jr., pd Gordon O. Lommen, ce	Jeanette Warner, wd	L-W UP Col.

MANKATO

KTOE 1950	1420 5,000-D 1,000-N-DA-N	Minnesota Valley Bcstg. Co. 4537	ABC, Dairyland Pearson	H. W. Linder, p Don Linder, gm	Willard Smith, cm Wayne Will, pd & fd	Wayne Grant, n & sd	Cole UP G.
KYSM 1938	1230 250	F. B. Clements & Co. 101 N. Second St. 4673	NBC Northwest, Southern, Minn. Meeker, Bulmer & Johnson	John F. Meagher, g & cm Bob Gardner, pd Bob De Haven, pmm	Jim Houts, ce Don Hastings, nd Jim Hill, fd	Chuck Pasek, sd Mildred Flohr, wd	Thes. AP RCA
KYSM-FM *1948*	*Ch. 278 (B)* *103.5mc* *47kw*						.... *GE*

MARSHALL

KMHL 1946	1400 250	Harry Willard Linder KMHL Bldg. 2282	ABC Pearson	Harry W. Linder, o	Gilmore F. Frayseth, gm	Russell Nelson, ce	.... UP Ray.

MINNEAPOLIS-ST. PAUL

KEYD 1948	1440 5,000-D	Family Bcstg. Corp. 15 N. Ninth Lincoln 8451	.... Rambeau	Henry Klages, p Lee L. Whiting, gm	Ray Tenpenny, asst. gm Harry Zimmerman, pd	Harvey V. Headen, ce Fred Vant Hull, sd	St. AP RCA
KSTP 1928	1500 50,000-DA-2	KSTP Inc. 3415 University Ave. Prior 2717	NBC Northwest Petry	Stanley E. Hubbard, p & gm K. M. Hance, vp	Karl A. Plain, slm Joseph Kahnke, ce Joseph C. Cook, pmm	C. Brooks Henderson, pd & nd Jack Horner, sd	Wld., Thes. AP, UP ....
KSTP-TV 1948		KSTP, Inc. 3415 University Ave. Prior 2717		(For full information see TELECASTING Yearbook)			

THE *Linder* STATIONS

in MINNESOTA'S billion-dollar farm area...

5000 day
1000 night
KDMA
KWLM
KMHL
KTOE

REPRESENTED BY
JOHN E. PEARSON CO.

reach more people.....cover more homes

Counties Covered by Linder Stations	1,229,000	Counties Covered by Linder Stations	360,941
Cities of Saint Paul & Minneapolis	827,900	Cities of Saint Paul & Minneapolis	257,010

than there are in both Minneapolis & St. Paul!
(and no TV)

The Linder Group of stations covers 48.8% of the farm population, households and radio homes—23% of Minnesota's total population. Their area has 59.5% of the total farm income and 27.8% of the state's total retail sales. Big audiences mean big sales in this prosperous area of the Linder Group of stations.

Available individually or in combination. Ideal for test campaigns.

KWLM WILLMAR
KTOE MANKATO
KMHL MARSHALL
KDMA MONTEVIDEO

HARRY W. LINDER

THE *Linder* STATIONS
WILLMAR, MINNESOTA

MINNESOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			Transc. Library, News Service Transmitter
MINNEAPOLIS-ST. PAUL—(Cont'd)							
*KTIS 1949	900 1,000-D	Northwestern Schools 50 Willow St. Lincoln 3244	....	Loren F. Bridges, gm	Clarence LaBonte, ce		SES UP WE
*_KTIS-FM_ _1949_	_Ch. 253 (B)_ _98.5mc_ _5.3kw_						
*KUOM 1922	770 5,000-D	University of Minnesota Main 8177	....	James L. Morrill, p Burton Paulu, gm	Northrop Dawson Jr., pd Berten A. Holmberg, ce	Ray Christensen, nd Ray Wolf, fd	.... UP RCA
WCCO 1924	830 50,000	Midwest Radio-Television Inc. 625 2nd Ave. S. Main 1202	CBS CBS Radio Spot Sales	Larry Haeg, gm Phil Lewis, cm Bob McKinsey, pd	J. J. Beloungy, ce Fred Heywood, pmm	Jim Bormann, nd Maynard Speece, fd	L-W AP, UP, INS WE
WCCO-TV 1949		Midwest Radio-Television Inc.		(For full information see TELECASTING Yearbook)			
WDGY 1923	1130 50,000-D 25,000-N DA-2	Twin Cities Bcstg Co. Nicollet Hotel Bridgeport 2271	.... Avery-Knodel	Clarence T. Hagman, p & gm Samuel N. Nemer, cm	Don O'Brien, pd & sd Kenneth Olson & Kenneth Larson, supers.	Dean Sherman, fd Vera Keefe, wd	.... AP WH
WLOL 1940	1330 5,000 DA-1	Independent Bcstg. Co 1730 Hennepin Ave. Atlantic 0406	MBS AM Radio Sales, Meeker	Ralph L. Atlass, p Marvin L. Rosene, gm Wayne Williams, cm	Boyd W. Lawlor, pd & pmm	Dick Enroth, sd Barbara Bayne, wd	.... UP RCA
WMIN 1936	1400 250	WMIN Bcstg. Co. 538 Hamm Bldg. Garfield 1361	.... Forjoe	N. L. Bentson, p & cm Frank M. Devaney, gm	Norman Page, pd & nd Harry Settergren, pmm	Warren Fritze, ce Hal Newell, sd	.... AP WE
WMIN-FM _1948_	_Ch. 258 (B)_ _99.5mc_ _16kw_						_Fed._
WPBC 1949	980 500-D	People's Bcstg. Co. 1133 Stinson Blvd. Granville 4356	....	William V. Stewart, p, g & pmm	Merle Forland, cm Becky Ann Stewart, pd & wd	Leroy C. Mhyre, ce Jack Hastings, nd	L-W UP Col.
WTCN 1934	1280 5,000-D 1,000-N	Minnesota Television Public Service Corp. 50 S. 8th St. Lincoln 0552	ABC Free & Peters	Edward G. Smith, gm Kendall M. Light, cm Judy Bryson, pd & wd	Myron Fleming, ce Nancy Seibel, pmm	John Ford, nd Bill Daley, sd	Assoc. AP, UP WE
WTCN-FM _1951_	_Ch. 246 (B)_ _97.1mc_ _11kw_						

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MORE LOCAL ACCOUNTS
THAN ANY OTHER TWIN CITY STATION!

and the reason is: results!

WCOW is a powerful new voice in the Twin Cities, specializing in Western and Old-Time music, news on the hour, and direct reports from the South St. Paul livestock market. Blanketing both the metropolitan area and a big share of the wealthy Southern Minnesota farm market, WCOW's big audiences have resulted in scores of "contented advertisers." One program alone—"Radio Ranch," pulls over 1,000 letters a month. Before you buy *any* Twin Cities station, get the full facts on low-cost, far-reaching WCOW—the *new* voice in the Twin Cities that will never give you a "bum steer!"

Phone or write
VIC TEDESCO Nat'l Sales Mgr.
8th & Wabasha, St. Paul . . . Werner Bldg., South St. Paul

"The Twin Cities Exclusive Western and Old-Time Music Station"

WCOW

ST. PAUL · SOUTH ST. PAUL · 5,000 WATTS

XUM

Why did WCCO Radio get more Advertising Dollars from more Advertisers in 1952?

. . . because no other medium or combination of media in the Northwest can match WCCO's low cost

WCCO **Radio 830 KC**

CBS affiliate

MINNEAPOLIS - ST. PAUL

REPRESENTED BY CBS RADIO SPOT SALES

MINNESOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	**Executive Abbreviations** *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
MONTEVIDEO							
KDMA 1951	1450 100	Midwest Bcstg. Corp. 125	ABC, Dairyland Pearson	Harry W. Linder, p & gm Dell McLachlan, pd	Richard Berkman, ce	James Wood, pmm	....
MOORHEAD							
KVOX 1937	1340 250	KVOX Bcstg. Co. Inc. Frederick Martin Hotel 3-1522	MBS, Great Northern Walker	E. J. McKellar, p Manny Marget, gm & sd	Dale Howard, pd Robert L. Owens, cm & nd	Don Geiken, ce Howard Gurney, pmm	Wld. UP WE
NEW ULM							
KNUJ 1949	860 1,000-D	KNUJ Inc. 304½ N. Minn. St. 905	....	Walter K. Mickelson, p Jack H. Duncan, gm & ce	Bernie Young, nd Bob Christianson, fd	Herb Schaper, sd	Wld., L-W AP G
NORTHFIELD							
*WCAL 1918	770 5,000-D ST-KUOM	St. Olaf College 500		Milford C. Jensen, gm & ce James V. Anderson, pd	Martin Hegland, pmm James Ranheim, nd Stan Satre, fd	Rolf Charlston, sd Evangeline Olson, wd	
OWATONNA							
KOBK 1950	1390 500-D	Owatonna Bcstg. Co. P. O. Box 350 2359	KBS	Myles H. Johns, p, c & pmm	Ted Nelson, gm, pd & nd Dick Hoeksema, sd	Johnnie Jurgenson, wd	L-W UP Col.
RED WING							
KAAA 1949	1250 1,000-D	Red Wing Bcstg. Co. 3512		Fred C. Clarke, p & ce	Maxine Jacobs, gm	Peter Lyman, pd & nd	Assoc., Cap. AP G
ROCHESTER							
KROC 1935	1340 250	So. Minn Bcstg. Co. 100 1st Ave. Bldg. 3924	NBC, So. Minn., Northwest Meeker, Bulmer & Johnson	Mrs. Gregory Gentling, p G. David Gentling, g & cm Cal Smith, sm & pd	Robert Cross, ce Warren Miller, pmm Ray Thompson, nd	Jerry Boyum, fd Bernie Lusk, sd May Miller, wd	.... UP Col.
ST. CLOUD							
KFAM 1938	1450 250	Times Publ. Co. Weber Bldg. 3330	NBC Northwest Pearson	Frederick C. Schilplin, gm	John F. Green, cm & pmm		Thes. AP RCA
KFAM-FM *1948*	*Chan. 284 (B)* *104.7mc* *50kw*						
WJON 1950	1240 250	Granite City Bcstg. Co. St. Cloud Hotel 1240	ABC, Indpdt. Rambeau, Bulmer & Johnson	Max H. Lavine, p W. C. Porsow, gm Paul T. Zahorik, cm	Wallace McBriar Jr., pd & nd Carl Wilford, ce	Herm Schneider, pmm Dick Stotz, sd	Wld. UP G.
SOUTH ST. PAUL							
WCOW 1951	1590 5,000-D	South St. Paul Bcstg. Co. 208 3rd Ave., N. LaSalle 1371	.... Upper Mississippi	Antonio Tedesco, o Albert Tedesco, gm John MacNight, cm Don Doty, pd	Bob Muchow, ce Jim Hobbins, pmm Ralph Smith, nd	Burt Olson, fd Arne Peterson, sd Faye Christenson, wd	SES. UP G.
STILLWATER							
WSHB 1949	1220 250 D-DA-N	St. Croix Bcstg. Co. 126 Main 46 & 47	.... Cooke	Wm. F. Johns, p Richard K. Power, gm	James H. McLaughlin, cm, n & sd Roger Erickson, pd & fd	Elmer Christenson, ce Dewey Campbell, pmm Anita Albrecht, wd	L-W UP GE
THIEF RIVER FALLS							
KTRF 1947	1230 250	Henry K. Arneson P. O. Box 69 13 & 14	.... Bulmer & Johnson	Henry K. Arneson, o Donald L. Olson, gm & nd Mrs. Alverda Noel, pd	Henry J. Bothman, ce John Dunnicliff, fd	Doug Tegteimier, sd Lois Udstrand, wd	L-W, Wld. UP G.
VIRGINIA							
WHLB 1936	1400 250	Head of the Lakes Bcstg. Co. 2000	NBC, Arrowhead, Northwest Hollingbery	Morgan Murphy, p W. C. Bridges, gm Harold J. Parise, m	Harry Wills, pd & nd Norman Gill, ce	Alys Mae McBride, wd Mundo DeYoannes, sd	Wld., SES. UP Col.
WADENA							
KWAD 1948	920 1,000 DA-N	Assoc. Bcstrs. Inc. 1st Nat'l Bank Bldg. 920	MBS Bulmer & Johnson	C. V. Phillips, p Carl E. Holt, g & cm	Jim Buchan, pd, n & sd	Milton La Due, ce	Wld. UP G.
WILLMAR							
KWLM 1940	1340 250	Lakeland Bcstg. Co. 1340	Dairyland Pearson	Harry W. Linder, p & gm	John C. Lynch, cm James A. Martinson, pd	Francois Peterson, ce Irene Peters, wd	....
WINONA							
KWNO 1938	1230 250	Winona Radio Service 216 Center St. 3314	ABC, Dairyland Pearson	Maxwell H. White, p Ken Marsh, gm H. Rod Hurd, cm	Lewis Denes, ce David Mofitt, pmm	Gordon Holte, nd Charles Williams, sd	St. AP RCA
KWNO-FM *1948*	*Ch. 248 (B)* *97.5mc* *18.5kw*						.... *GE*
WORTHINGTON							
KWOA 1947	730 1,000-D	Worthington Bcstg. Co. Hotel Thompson 2-7301	.... Bulmer & Johnson	R. W. Olson, p Ralph E. Shepard, gm Arne Karhu, cm	Ty Mack, pd & nd C. W. Knapp, ce Mervin Gardner, fd	Myron Heuer, sd Tiny Taylor, wd	L-W, Thes. UP Ray.

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MISSISSIPPI

ABERDEEN							
WMPA 1952	1240 250	Prairie Bcstg. Co. Darracott Rd. 1050	Mid South	T. A. Richardson, p Hal Benson, gm & sd J. M. Verges, pd & fd	Elizabeth Bradley, pmm A. R. Garrett, ce	Fred Faught, nd Lucille Peacock, wd	L-W UP G
BATESVILLE							
WBTE (CP)	1290 1,000-D	Panola Bcstg. Co. P. O. Box 247		Travis A. Palmer, co-o	Harold B. McCarley, co-o & gm	James E. Hartness, co-o	Thes. AP G
BILOXI							
WLOX 1948	1490 250	WLOX Bcstg. Co. Buena Vista Hotel 5581	MBS Rambeau	J. S. Love Jr., p Ray Butterfield, gm & sd Thomas B. Majure, cm & ce	Hugh Smith, pd Richard Kettering, pmm	Suzanne Lee, nd Susan Grant, wd	St. UP WE
WVMI 1950	570 1,000-D	Radio Associates Inc. P. O. Box 152 6961	Natl. Time Sales, Dora-Clayton	Odes E. Robinson, p, gm & cm Chauncey T. Hinman, asst. m	Robert D. Campbell, pd, nd, fd, sd Sylvia Bentz, pmm, wd	Robert Bassett, ce	L-W, Thes. UP Col.
BOONEVILLE							
WBIP 1950	1400 250	E. O. Roden Highway 45 So. 678	KBS Continental	E. O. Roden, p & gm Keith Wroten, cm, sm & ce	Betty Box, pd Nolan Walden, pmm & nd Jimmie Morgan, fd	Irwin Feldman, sd Wynz Gardner, wd	.... UP G
BROOKHAVEN							
WJMB 1948	1340 250	Brookhaven Bcstg. Co. Inc. W. Chicasaw St. 1298	MBS Continental	Tullius Brady, p & gm	W. M. Jones, asst. m, cm & pd	Larry H. Young Jr., ce	Wld. AP G
CANTON							
WDOB (CP)	1370 500-D	Madison County Bcstg. Co. 998-J		J. D. Bishop, co J. T. Ownery, co Anna Dee Davis, co	Robert L. Statham, gm & ce		Thes. UP RCA
CENTREVILLE							
WGLC 1951	1580 250-D	Southern Bcstg. Co. 4001	KBS	Alvin Sansing, p & gm Paul Simpkins, cm, pd, pmm & nd	Aubrey Felder, ce, fd, sd Milton Plitt, acct. exec.	Clara Simpkins, wd	Cap. UP ....
CLARKSDALE							
WROX 1943	1450 250	Birney Imes Jr. 257 Delta Ave. 1566	MBS, KBS Mid South	Birney Imes Jr., p P. B. Hinman, gm	Helen Sugg, cm & wd Sara Cowart, pmm & nd C. D. Graves, ce	Dorothy Harris, fd Jack Cristil, sd	Thes. AP RCA
CLEVELAND							
WCLD 1949	1490 250	Cleveland Bcstg. Co. 990		Lowry Tims, p Fred T. Rand, gm	Raymond A. Curtis, p & nd Tetlow Johnson, sd	Richard Bullock, ce Willena McGarry, wd	.... AP Col.
COLUMBIA							
WCJU 1946	1450 250	WCJU Inc. S. Main St. 755	MBS	Lester Williams, p Charles Newman, sm	Bill Barrett, pd	Ray Tolar, ce	Wld. AP G
COLUMBUS							
WACR 1950	1050 250-D	Miss. Bcstg. Co. Inc. WACR Bldg. 768		Withers Gavin, p & gm			St. UP ....
WCBI 1940	1340 250	Birney Imes Jr. Columbus 1430	Mid-South McGillvra	Birney Imes Jr., p Bob McRaney, gm	J. W. Estherton, cm Martha Puckett, pd	Tom McFerrin, ce Chris Everson, nd Dick Crago, sd	Thes. AP RCA
CORINTH							
WCMA 1946	1230 250	Corinth Bcstg. Co. Inc. Ray Bldg. 5575	MBS Burn-Smith	Aaron B. Robinson, p & vp John E. Bell, gm	Joe P. VanDyke, cm Thomas T. Weaver, pd James D. Anderson, ce	Al Young, nd Fred L. Dillon, sd	Wld. UP WE
GREENVILLE							
WGVM 1948	1260 1,000-D	Cotton Belt Bcstg. Corp. of Miss. 118 So. Broadway 4559	Cotton Belt Devney, Melville	David M. Segal, p & gm Edward M. Guss, sm & cm Wallace D. Hoy, pd, fd & sd	Jack Baruth, pmm, nd Welton H. Jetton, ce	Letitia R. Boyles, wd	L-W UP Col.
WJPR 1939	1330 1,000-D 500-N-DA-N	Radio Services Co. 107 So. Poplar St. 9040	MBS, KBS Mississippi Sears & Ayer	Emmet H. McMurry, gm Frank W. Baldwin, cm	Thomas Tiller, pd Dorothy Brooke, pmm	Percy Kuhn, ce	Wld. AP G
GREENWOOD							
WABG 1950	960 1,000-D 500-N-DA-N	Greenwood Bcstg. Co. Inc. P. O. Box 414 3010	ABC McGillvra	Cy N. Bahakel, p & gm	Tom Reardon, m & cm	Wayne A. Oliver, ce	Wld. AP Col.
WGRM 1937	1240 250	P. K. Ewing Walnut St. 1900	NBC, KBS	P. K. Ewing, p	F. C. Ewing, gm	Don Neil, cm	.... UP ....
GRENADA							
WNAG 1949	1400 250	Birney Imes Jr. Barwin Hotel 1400	MBS, KBS Mid South	Birney Imes Jr., o	Bob McRaney, gm Monroe Looney, sm & cm	Bernard H. Loebe, ce	.... RCA
GULFPORT							
WGCM 1929	1240 250	WGCM Bcstg. Co. Hewes-Martin Bldg. 1110	ABC, KBS Mississippi Sears & Ayer	Hugh O. Jones, p & gm C. E. Vann, asst. m, pd	(Mrs.) O. L. Owens, cm Jack Starr, pm & nd	Charles T. Hook, ce	Wld. AP RCA
WGCM-FM *1948*	*Ch. 268 (B)* *101.5mc* *3kw*						*Wld.* *AP* *WE*
HATTIESBURG							
WFOR 1925	1400 250	Forrest Bcstg. Co. Inc. 302 Hemphill St. 1866	NBC, KBS Rebel Hollingbery	C. J. Wright, p Charles J. Wright Jr., gm	E. M. Jenkins, cm David L. Waite, pd, nd & sd	B. B. McLemore, ce	.... UP
WRFM (FM) *1949*	*Ch. 250 (B)* *97.9mc* *2.5kw*	*(WFOR, AM affiliate)*					.... *UP* *RCA*
WHSY 1948	1230 250	Hub City Bcstg. Co. Inc. P. O. Box 1008 3180	ABC Rambeau	Charles W. Holt, p Connie I. Holt, sm William R. England, cm	Bob Pattillo, pd, nd Charles Sharpling, ce	Bruce Gilmore, fd Bill Veidt, sd	AP G ....
HAZELHURST							
WMDC (CP)	1220 250-D	Southwestern Bcstg. Co. of Miss. P. O. Box 604 McComb, Miss.					
JACKSON							
WJDX 1929	620 5,000-D 1,000-N	Lamar Life Insurance Co. P. O. Box 2171 3-7476	NBC Rebel Hollingbery	Wiley P. Harris, gm	Frank Gentry, cm Howard Langfitt, pd	Percy G. Root, ce	Cap., Wld. UP ....
WJDX-FM *1948*	*Ch. 275 (B)* *102.9mc* *50kw*			Robert R. Smathers, cl			.... *WE*

MISSISSIPPI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
JACKSON—(Cont'd)							
WJQS 1947	1400 250	Miss. Bcstg. Co. Inc. Edwards Hotel 3-9681		Withers Gavin, p, gm			St. UP
WJTV (TV) (CP)		Miss. Publishers Assn. P. O. Box 427		(For full information see TELECASTING Yearbook)			
WJXN 1945	1450 250	Jackson Bcstg. Co. P. O. Box 786 2-6673	Forjoe	James T. Ownby, p & gm			.... RCA
WRBC 1947	1300 5,000-D 1,000-N-DA-N	Rebel Bcstg. Co. 125 S. Lamar St. 5-1562	MBS Branham	J. W. Carlier, gm & cm	Forrest Cox, pd, nd & fd G. G. Benson, ce	Percy Powers, Jr., sd Marjorie Lee, wd	Assoc. AP Ray.
WSLI 1938	930 5,000-DA-N	Standard Life Bcstg. Co. P. O. Box 1847 3-2788	ABC Weed	W. R. Newman, p L. M. Sepaugh, gm F. E. Wilkerson Jr., cm	B. K. Smith, pd & pmm C. R. Perkins, ce Jerry Kieth, nd	Jin Neal, fd Lyman Hellums, sd Dorothy Dawley, wd	Wld. AP RCA
KOSCIUSKO							
WKOZ 1947	1340 250	Kosciusko Bcstg. Co. P. O. Box 392 782	ABC, KBS McGillvra	Cy N. Bahakel, p & gm	Mims Boswell Jr., cm & pd	W. A. Oliver, ce	Wld. AP Col.
LAUREL							
WAML 1932	1340 250	New Laurel Radio Stations Inc. 442 6th Ave. 5601	NBC, KBS Rebel Hollingbery	Harold M. Matison, p Granville Walters, gm & pmm M. M. Caver, cm	Stan Walters, pd & sd Clyne Graves, ce Ed Breland, nd	Paul Carlisle, fd Patty Overstreet, wd	Wld. AP Ray.
WLAU 1946	1490 250	Southland Bcstg. Co. 437 N. Magnolia St. 7227	ABC, MBS McGillvra	Chalmers T. McCallum, p & co (Mrs.) Norma H. Leggett, secy.-treas., gm & co W. E. Jones, cm	Dave Kane, pd & nd James M. Hilbun, ce Joseph L. Williams, office m	Woodie Hosey, fd Carroll Jackson, sd Dorothy Hearne, wd	.... UP WE
LOUISVILLE							
.... (CP)	1270 1,000-D	Louisville Bcstg. Corp. P. O. Box 111					
MACON							
WMBC 1947	1400 250	Miss. Bcstg. Co. Inc. WMBC Bldg. 310	Mississippi	Withers Gavin, p, gm			.... UP ....
McCOMB							
WAPF 1948	1010 250-D	Southwestern Bcstg. Co. Hotel Pike 1884	KBS	Louis Alford, p Mack Smith, secy.-treas. Phillip Brady, sm & ce	Boyd Ridgway, cm Karl Austin, pd Otis Parker, pmm	James Hemphill, nd Aubrey Felder, fd Matt Goodall, sd	L-W, Wld. UP RCA
WAPF-FM *1952*	*Ch. 261 (A)* *100.1mc* *.27kw*						.... *GE*
WSKB 1952	1250 5,000-D 500-N-DA-N	Lester Williams McColgan Hotel 2030	ABC	Lester Williams, p Jack Sanders, gm Wayne Walker, cm	Mel Bernam, pd, nd Herb Taylor, pmm & fd Robert Louis Sanders, ce	Bill Barrett, sd	Cap. AP ....
MERIDIAN							
WCOC 1926	910 5,000-D 1000-N	Miss. Bcstg. Co. Inc. Threefoot Bldg. 7714	Mississippi	Withers Gavin, p, gm			St. UP
WCOC-TV (CP)		Miss. Bctsg. Co. Inc. Threefoot Bldg. 7714		(For full information see TELECASTING Yearbook)			
WMOX 1946	1240 250	Birney Imes Jr. 2-0171	MBS, KBS Mid South	Birney Imes Jr., p Bob McRaney, gm	Joseph W. Carson, sm Ed Holladay, cm & pd Robert K. Wall, ce	Donnie Evans, wd Ruth O'Steen, traffic m	Thes. AP RCA
WMOX-FM *1948*	*Ch. 253 (B)* *98.5mc* *3.4kw*						
WTOK 1946	1450 250	Meridian Bcstg. Co. Çitizens Natl. Bank Bldg. 3-1441	ABC Rebel Headley-Reed	Robert F. Wright, p & gm William B. Crooks, cm	Cecil Germany, pd & pmm Joe H. Saxon, ce	George Shannon, nd & sd	SES. INS WE
NATCHEZ							
WMIS 1941	1240 250	Natchez Bcstg. Co. P. O. Box 330 8211		P. K. Ewing, p			
WNAT 1949	1450 250	Old South Bcstg. Co. Inc. Eola Hotel 4621	ABC Mississippi	(Mrs.) Laurie Ratcliffe, p Paul Schilling, gm & cm Alice Rushing, office m & wd	Eddie Phelan, pd & fd Herb Taylor, pmm Jack Thornhill, ce	John Hollingsworth, nd Elwood Kresal, sd	.... UP GE
PASCAGOULA							
WPMP 1951	1580 250-D	Crest Bcstg. Co. Inc. P. O. Box 348 83	KBS Mississippi	Wm. R. Guest Jr., p & pmm Felix Adams Jr., sm & cm	Donovan Murphy, ce & nd M. P. Lewis, fd	Lee C. Smith, sd Opal Adams, wd	Wld., Cap. UP WE
PHILADELPHIA							
WHOC 1948	1490 250	William Howard Cole Beacon St. Extension 740	KBS	William H. Cole, p, gm & cm	Mrs. W. H. Cole, pd & wd		Cap. UP Col.
PICAYUNE							
WRJW 1949	1320 5,000-D	Moseley Brothers Ritz Bldg. 510	KBS	W. L. Moseley, ptnr. R. E. Moseley, ptnr. Jimmie Willson, gm, cm & nd	Archie Rishing, pd & ce E. C. Mills, fd	Maxie Steavens, sd Louise Willson, wd	.... AP RCA
STARKVILLE							
WSSO 1948	1230 250	Starkville Bcstg. Co. 1230	KBS Mid South	Joe Phillips, gm, cm, pmm & ce	Martha L. Pearson, pd, nd & wd	Leo Anderson, fd & sd	Cap. AP WE
TUPELO							
WELO 1944	1490 250	Tupelo Bcstg. Co. 212 S. Spring St. 1400	MBS, KBS Mid South	Birney Imes Jr., o Bob Evans, gm	Ernest Bowen Jr., cm Ed Cleary, pd & sd LeRoy Green, ce	Jim Craigen, nd Red Purnell, fd	Cap., Thes. AP RCA
VICKSBURG							
WQBC 1931	1420 1,000-D 500-N	Delta Bcstg. Co. Post-Herald Bldg. 312	MBS, KBS Sears & Ayer	L. P. Cashman, p Mary-Van Cashman, gm	L. L. Miller, cm Charlotte Kahn, pd & wd	Waverley Conway, ce	Cap. AP RCA
WVIM 1948	1490 250	Radio Mississippi Inc. Jefferson Davis Hotel 1920	Indie Sales Dora-Clayton	James T. Ownby, p Frank Holifield, gm & cm	Frank Hains, pd, pmm Harold Townsend, ce	Ted Lawrence, nd & sd	Thes. UP ....
WEST POINT							
WROB 1947	1450 250	Bob McRaney Sr. WROB Bldg. 807		Bob McRaney Sr., p & gm	Hugh W. Shankle, cm & pd	George Corkren, ce	.... WE
YAZOO CITY							
WAZF 1947	1230 250	WAZF Inc. 321½ S. Main St. 1300	MBS, KBS Mississippi	Guy Corley, p & gm Al Lyons, cm Fred Rand, pd & sd	John M. Walker, pmm Don Flinspach, ce Dave Corley, nd	Tom Roane, fd Margaret Reeves, wd	.... UP G

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MISSOURI

ALTON							
KALM (CP)	1290 1,000-D	Robert F. Neathery P. O. Box 446 West Plains, Mo.		Robert F. Neathery, o			
BOONVILLE							
KBVL (CP)	1370 1,000-D	William R. Tedrick		William R. Tedrick, o & p			
CAPE GIRARDEAU							
KFVS 1925	960 1,000-D 500-N DA-N	Hirsch Bcstg. Co. 5-5511	MBS Pearson	Oscar C. Hirsch, p & gm	Ralph L. Hirsch, cm	Dorothy March, pd	UP
KGMO 1952	1220 250-D	Cape County Bcstg. Co. 46 N. Henderson 3843		Richard C. Brandt, co-o & gm Wm. C. Brandt, co-o & pd	Robert L. Schultz, cm David Kaempfer, nd, fd	Wm. M. Bryan, co-o & ce John J. Parker, sd	
CARTHAGE							
KDMO 1947	1490 250	Carthage Bcstg. Co. 1201 E. Chestnut 2648	KBS Magic Circle, Southwest Mo.	L. C. McKenney, ptnr., gm & fd J. J. Daly, ptnr. & gen. slm	Leon Crocker, pd George Province, ce Robert Young, pmm & nd	Jim King, sd Edith Snyder, wd	Cap. AP G
KICK 1949	1340 250	Kickapoo Prairie Bcstg. Co., Inc. 610 College St. 4-1561	MBS, Southwest Mo. McGillvra	Floyd W. Jones, p L. C. McKenney, g & cm Welcome Stanton, asst. m & pd	Doris Henderson, pmm & wd Charles Grayston, ce	Richard Hainline, nd Bob Lee, sd	St. UP G
CARUTHERSVILLE							
KCRV 1950	1370 1,000-D	Pemiscot Bcstg. Co. 106 W. 3rd St. 965		J. E. Taylor, ptnr. Harry Levin, ptnr. Robert L. Harrison, ptnr., g & pmm	Al Simmons, cm Harry Moreland, pd, fd & sd Earl Neal, ce	Jim Brasfield, nd Peggy Finger, wd	Wld., Thes. UP G
CHARLESTON							
KCHR *(FM)* *1951*	*Ch. 269(A)* *101.7mc* *45kw*	*So. Mo. Bcstg. Co.*					
CHILLICOTHE							
KCHI 1950	1010 250-D	Cecil W. Roberts 1920	KBS Best, Conwell	Cecil W. Roberts, o Howard G. Rion, gm & nd	R. Wayne Cox, cm, pd & fd Don O'Brian, ce	Richard Irving, pmm Ray Saale, sd	UP G
CLAYTON							
*KFUO 1924	850 5,000-D	The Lutheran Church-Mo. Synod 210 N. Broadway St. Louis, Mo. Chestnut 8001		Herman H. Hohenstein, D. D., d The Rev. Elmer J. Knoernschild, pdm	E. F. Schoenleber, d of music Larry N. Strahan, office m	A. H. Wiese, ce	Assoc. UP WE
KFUO-FM *1947*	*Chan. 256* *99.1mc* *6.72kw*						
CLINTON							
KDKD 1951	1280 1,000-D	Clinton Bcstg. Co., Inc. P. O. Box 113 233	KBS Devney	David M. Segal, p Lee E. Baker, gm	B. E. Brown, c & pmm J. C. Potts, pd, n, f & sd	M. Branson Landon, ce	Wld. UP Col.
COLUMBIA							
KFRU 1925	1400 250	KFRU, Inc. Hgwy. 40E at Jct. 63 4141	ABC	H. J. Waters, Jr., p Mahlon R. Aldridge, g, pmm & sd	Felix J. LeGrand, cm Shirley Bauderer, pd	Robert Haigh, ce Shirley Mason, wd	L-W, Wld. AP GE

KXLW
1320 kc

TOP INDEPENDENT IN

ST. LOUIS

THE NATION'S 9th MARKET

Represented by THE BOLLING COMPANY

XUM

MISSOURI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
FARMINGTON							
KREI 1947	1350 1,000-D	Cecil W. Roberts Burks & Webster Sts. 710	KBS Best	Cecil W. Roberts, p F. P. Graves, gm	James L. Strader, cm H. C. Haile, pd	Wm. Westbrook, ce	.... UP G
FESTUS							
KJCF 1951	1010 250-D	Jefferson County Radio & TV Co. North Mill St. 91	KBS	Donald M. Donze, p & gm	Russell Seals, Jr., ce		.... RCA UP
FLAT RIVER							
KFMO 1947	1240 250	Lead Belt Bcstg. Co. 1000	MBS Pearson	Oscar C. Hirsch, p James F. Collins, g, cm & nd	Gilbert Collins, ce Earl L. Whitener, pmm	Virginia Collins, pd & wd	.... UP Col.
FULTON							
KFAL 1950	900 1,000-D	Missouri Central Bcstrs. Palace Hotel 1400-1401		Robert W. Nickles, co-o, gm & ce Roger P. Fox, co-o & pd	L. Reed Holt, cm Brooks Ann Cole, nd	Forrest Wallace, sd Orpha G. Nickles, wd	St. UP Col.
HANNIBAL							
KHMO 1941	1070 5,000-D 1,000-N DA-2	Courier Post Publishing Co. 102½ S. Main 3450	MBS Pearson	E. L. Sparks, secy.-treas. Wayne W. Cribb, g & pmm P. H. Cunningham, cm	Gene Hoenes, pd Benjamin Parrish, ce William Stiles, nd	Pat Harvey, fd Al Alexander, sd	Thes. AP WE
INDEPENDENCE							
KIMO 1947	1510 1,000-D	Blue Valley Co. 310 N. Osage Clifton 9815		Craig Siegfried, ptnr., g, cm & pmm Harry L. Becker, pd & sm	Eldon Ryan, ce Walter Burks, nd Harold Ensley, sd	Mark Foster, sd Dorothy Flanders, wd	.... AP G
JEFFERSON CITY							
KWOS 1937	1240 250	Capital Bcstg. Co. 210 Monroe 6-3137	MBS, KBS Sears & Ayer	R. C. Goshorn, p Catherine Roer, g, c & pmm	Ralph Rose, pd	Leroy Hackmann, ce	Thes. AP
KWOS-FM *1948*	*Chan. 253 (A)* *98.5mc, 9.2kw*						
JOPLIN							
KFSB 1948	1310 5,000-D 1,000-N DA-N	Four States Bcstrs. Inc. 1025 Main 1310	Meeker	Harry Easley, p W. H. Clark, vp & gm Ed Johnson, pd	Ralph Meador, ce James Randall, nd Leonard Brown, fd	Don Gross, sd Faye Seiller, wd	Wld. UP G
KSWM 1946	1230 250	Air Time, Inc. 1928 W. 13th St. 7260	CBS Rambeau	Austin A. Harrison, p, gm & ce John D. Whitt, cm	Ronald R. Robson, pd, pmm & sd	Kenneth Crowe, nd	.... UP G
WMBH 1925	1450 250	Joplin Bcstg. Co. Frisco Bldg. 330-33	MBS Sears & Ayer	D. J. Poynor, p & gm M. E. Dunn, cm Golda Shaunce, pd	Jack P. Langford, ce Lee George, nd	W. W. Grigsby, sd Maxine DeVaney, wd	Thes. AP Col.
WMBH-FM *1948*	*Chan. 241 (B)* *96.1mc* *70kw*						
KANSAS CITY							
KCKN 1925	1340 250			(See Kansas City, Kans., listing)			
KCMO 1936	810 50,000-D 10,000-N DA-N	KCMO Bcstg. Co. 125 E. 31st St. Jefferson 6789	ABC Katz	Tom L. Evans, p E. K. Hartenbower, gm C. E. Breazeal, asst. m R. W. Evans, cm	S. B. Tremble, pd Karl Troeglen, ce F. C. Strawn, pmm Jim Monroe, nd	C. W. Jackson, fd Tony Williams, sd Anne Hayes, wd	Thes., Assoc. AP RCA
KCMO-FM *1948*	*Chan. 235(B)* *94.9mc, 56kw*						
KFRM 1947				(See Concordia, Kan., listing)			
KMBC 1921	980 5,000 DA-N	Midland Bcstg. Co. KMBC Bldg., 11th & Central Harrison 2650	CBS Free & Peters	Arthur B. Church, p George J. Higgins, mgng.d & vp in chg. sls. Arthur B. Church Jr., adm. asst. Roderick B. Cupp, pd	Harold W. Storm, prom. d C. E. Moler, ce John Farmer, nd	Phil Evans, fd Sam Molen, sd Bea Johnson, wd	Wld. AP, UP WE
KPRS 1952	1590 1,000 D	Twin City Adv. Agency 2814 E. 23d St. Humbolt 3100		Edward H. Pate, gm Richard Pitts, cm	Eugenia Pate, pd Andrew R. Carter, ce	Dave Butler, nd Tommy Berry, wd	.... AP RCA
WDAF 1922	610 5,000	The Kansas City Star 3030 Summit St. Harrison 1200	NBC Christal	H. Dean Fitzer, mgng. d V. S. Batton, m E. Manne Russo, cm	Harry Kaufman, pd Julian J. Harris, asst. m Joseph A. Flaherty, ce	Randall Jessee, n & sd Roderick Turnbull, fd Martha Spalding, wd	St., Thes. AP RCA
WDAF-TV 1949		The Kansas City Star 3030 Summit St. Harrison 1200	(For full information see TELECASTING Yearbook)				
WHB 1922	710 10,000-D 5,000-N DA-1	WHB Bcstg. Co. 9th & Grand Harrison 1161	MBS Blair	Donald D. Davis, p & cm John F. Cash, vp John T. Schilling, gm	Dick Smith, pd & nd Henry Goldenberg, ce Dwight Davis, pmm	Bruce Grant, fd Larry Ray, sd Sandra Lea, wd	Assoc. AP RCA
.... (CP)	1380 1,000-D	David M. Segal 409½ State Line Ave. Texarkana, Tex.					
KENNETT							
KBOA 1947	830 1,000-D	Kennett Bcstg. Corp. 8-4616		Paul C. Jones, p & gm Charles H. Harrison, sm & sd Joe Bankhead, cm	John T. Reeder, pd Robert H. Conner, ce	Johnny Mack, n & fd Suetta Ray, wd	Cap. AP G
KBOA-FM *1948*	*Chan. 255 (B)* *98.9mc, 6.9kw*						
KIRKSVILLE							
KIRX 1947	1450 250	North Missouri Bcstg. KIRX Bldg. 5-3781	KBS	Samuel R. Burk, p, g & cm Warren Hewitt, pd, f & sd	Charles Porter, ce	Robert S. Herrin, nd	Thes. AP G
LEBANON							
KLWT 1948	1230 250	Lebanon Bcstg. Co. 221 East Commercial St. 1015	MBS	Robert C. Fields, p O. R. Wright, gm Jack Sellers, cm	Tom Miller, pd & nd Ken Corbett, pmm	E. L. Hendry, ce	L-W UP ....
MARSHALL							
KMMO 1949	1300 1,000-D	KMMO, Inc. 40 and 41	KBS	J. M. Silvey, p Harold Douglas, g & cm Fred Linder, pd	Bill Williams, ce Roger Atkinson, nd Dud Cason, fd	Austin Booth, sd Bettie Baldwin, wd	Thes. UP G
MARYVILLE							
KNIM (CP)	1580 250-D	Maryville Radio & Television, Inc. P. O. Box 278 730	KBS	Dr. R. W. Wilson, p Jack Lloyd, gm, pd & nd	Skeet Preston, cm & sd	Arnold Wilson, ce	.... AP G
MEXICO							
KXEO 1948	1340 250	Audrain Bcstg. Corp. 1725 E. Liberty 2340-41	MBS	John A. Badaracco, p W. Earl Dougherty, g, c, pmm, pd & fd	Robert B. Bruner, ce Margaret Hunt, n & wd	Kirby Allen, sd	Wld. AP WE
MOBERLY							
KNCM 1950	1230 250	Jerrell A. Shepherd Highway 63, S., Box 396 1600	Conwell	Jerrell A. Shepherd, p & gm John O. Conwell, cm	James M. Lipsey, pd T. J. Carr, ce	Dale Low, nd John Peterson, sd	Thes., L-W AP G

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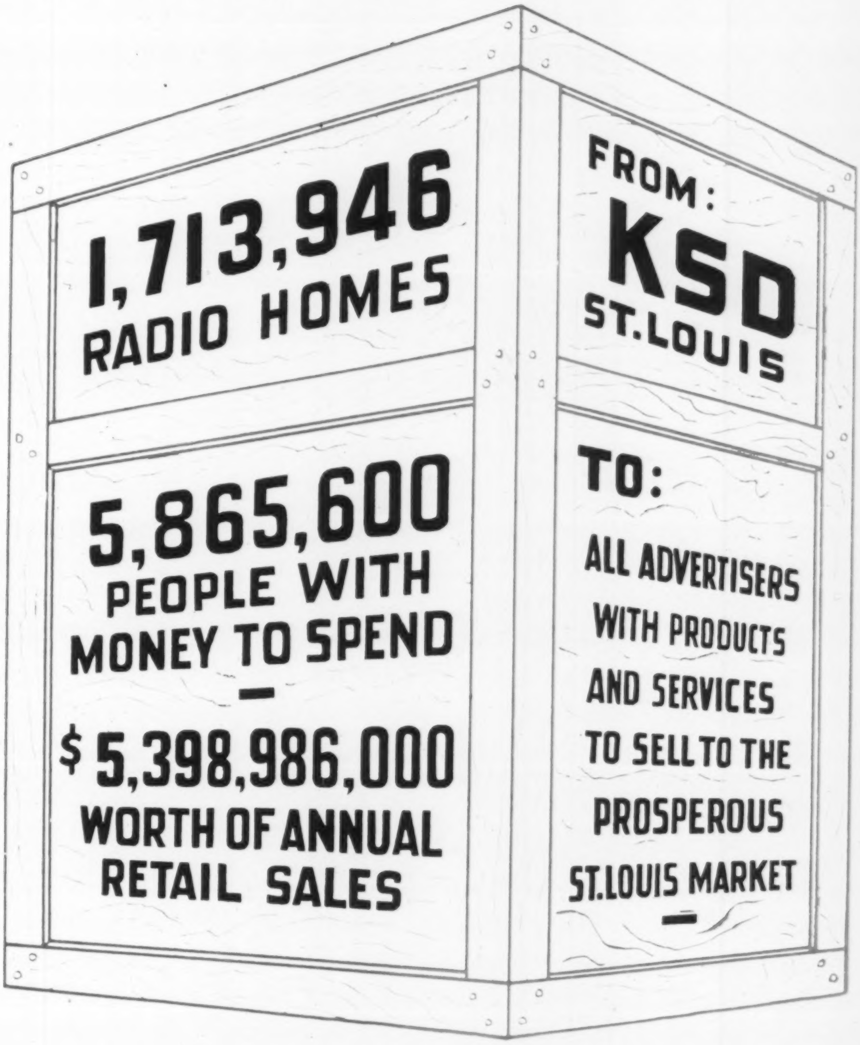
XUM

THE PRIZE* PACKAGE OF THE ST. LOUIS MARKET


1,713,946
RADIO HOMES
5,865,600
PEOPLE WITH
MONEY TO SPEND
—
$ 5,398,986,000
WORTH OF ANNUAL
RETAIL SALES
FROM:
KSD
ST. LOUIS
TO:
ALL ADVERTISERS
WITH PRODUCTS
AND SERVICES
TO SELL TO THE
PROSPEROUS
ST. LOUIS MARKET
—

**KSD has the LARGEST daytime half-millivolt coverage area of any radio station in ST. LOUIS!*

●

KSD

5000 WATTS ON 550 KC

DAY AND NIGHT

THE ST. LOUIS POST-DISPATCH RADIO STATION

National Advertising Representative: FREE & PETERS, Inc.

NBC NETWORK · AP NEWS · TELEVISION AFFILIATE: KSD-TV

MISSOURI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			Transc. Library, News Service Transmitter
MONETT							
KRMO 1950	990 250-D	Carthage Bcstg. Co. 990	KBS, Magic Circle, Southwest Mo.	L. C. McKenney, ptnr. & gm J. J. Daly, ptnr. & gen. slm.	Floyd Stewart, m, pd & pmm Marion Pilant, cm George Province, ce	Victor Cox, n & sd Jack Allen, fd Carolyn Crane, wd	AP G
NEVADA							
KNEM 1949	1240 250	Cecil W. Roberts 13	KBS, Magic Circle Conwell	Cecil W. Roberts, p Duane W. Hoisington, g, cm & ce	Bob McKune, pd, pmm & sd John Beydler, nd	Jim McCall, fd	SES., Cap. UP G
OSAGE BEACH							
KRMS 1952	1150 1,000 D	Robert M. Smith		Robert M. Smith, p Ed Gardiner, gm	Wally Clark, ce Hal Martin, nd	M. T. Gardiner, pd	L-W AP Collins
POPLAR BLUFF							
KWOC 1938	930 1,000-LS 500-N DA-2	Poplar Bluff Bcstg. Co. Mac Building 3922	KBS Pearson	A. L. McCarthy, p Jerry Higley, gm & pd	Clarence O. Gray, cm Don M. Lindenton, ce	Ed Sandling, pmm E. E. Carr, sd	Wld., SES. UP G.
KWOC-FM *1948*	*Chan. 233 (B)* *94.5mc* *16kw*						
ROLLA							
KTTR 1947	1490 250	"Show-Me" Bcstg. Co. Box 567 380	KBS	Luther W. Martin, p, gm & nd	Wilson C. Burkhead, pd & fd Martin M. Mitchum, ce	Ken Wilkins, sd Roxy Rhodes, wd	Wld. AP
SEDALIA							
KDRO 1939	1490 250	Milton J. Hinlein 2100 W. Broadway 4004	MBS, KBS Forjoe	Milton J. Hinlein, p Herbert W. Brandes, gm & nd	James F. Glenn, cm & sd Robert J. Smith, ce	Nola Witte, wd	UP RCA
KDRO-FM *1949*	*Chan. 259 (B)* *99.7mc* *15kw*						
.... (CP)	1050 1,000-D	Yates Bcstg: Co. 702 Rich St. Slater, Mo.					
SIKESTON							
KSIM 1948	1400 250	Sikeston Community Bcstg. Co. Highway 60 West 1		Richard Watkins, gm & cm			AP Col.
STE. GENEVIEVE							
KSGM 1947	980 500 DA-N	Donze Enterprises, Inc. 410 Merchant St. 580	KBS	Elmo L. Donze, p, g, c & pmm, pd	Murel L. Rose, ce Jim Schott, fd	Betty J. Donze, wd	UP Col.
ST. JOSEPH							
KFEQ 1923	680 5,000 DA-2	KFEQ, Inc. KFEQ Bldg. 3-2523	MBS Headley-Reed	Barton Pitts, o & gm Glenn G. Griswold, cm E. Carleton Schirmer, pd	J. Wesley Koch, ce J. Ted Branson, pmm Ralph Combs, nd	Harold J. Schmitz, fd Bob Russell, sd	Wld. AP Col.
KFEQ-TV (CP)		KFEQ, Inc. KFEQ Bldg. 3-2528	(For full information see TELECASTING Yearbook)				
KRES 1946	1550 5,000 DA-N	Missouri Valley Bcstg. 113 So. 7th St. 4-6346	Forjoe	B. L. Kaufman, p Robert S. Hix, exec. vp & gm	Wm. A. Vaughn, pd Harry Teegarden, ce Joe Kramer, nd	Jack Gowing, fd Don Hanley, sd	Thes. AP G
ST. LOUIS							
KMOX 1925	1120 50,000	Columbia Bcstg. System Inc. 401 South 12th Central 8240	CBS CBS Radio Spot Sales	Gene Wilkey, gm Robt. T. Hyland, Jr., cm Mark Russell, pd	John Curry, pmm Harry Harvey, ce Rex Davis, nd	Ted Mangner, fd Robt. Burnes, sd	Assoc. AP, UP WH
KSD 1922	550 5,000 DA-N	Pulitzer Pub. Co. 1111 Olive St. Main 1111	NBC Free & Peters	Joseph Pulitzer, p George M. Burbach, gm Edward W. Hamlin, cm	Harold Grams, pd David Paternak, pmm J. E. Risk, co-ce	Pete Yarger, co-ce	AP, UP RCA
KSD-TV 1947		Pulitzer Pub. Co. 1111 Olive St. Main 1111	(For full information see TELECASTING Yearbook)				
KSTL 1948	690 1,000-D	Radio St. Louis, Inc. 6 N. Seventh St. Main 0600		William E. Ware, p & gm William A. Knight, cm James D. Neiswander, slm	Dick J. Kasten, asst. m Tony Glenn, pd Edward B. Bench, Jr., ce	Dolores J. Ryan, pmm Robert J. Sheehan, nd Dave Dixon, sd	Cap. UP Ray.

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from poll to poll

. . . The little men who conduct the nation's polls have had many busy days. They polled agencies and advertisers in 1936. And they polled every year right up to today.

. . . In every one—and the surveys were fathered by stations, representatives, transcription companies and networks—BROADCASTING • TELECASTING was first. First in every category . . . whether news, usefulness, accuracy or advertising dependability.

ask Procter & Gamble

and Ernie, the Hamburger King

Procter & Gamble is the biggest advertiser in America.

Last year they spent over $18,000,000 in radio. Like the National Biscuit Company, Liggett & Myers and many other of America's largest advertisers, *they invested more money in radio than in any other medium.*

Ernie, the Hamburger King, of 118 Pike Street, Seattle, is one of the smaller advertisers in America. Last year Ernie spent approximately $7,000 in radio. Like countless other local merchants from coast to coast, *he invested more money in radio than in any other medium.*

Sales results? P&G had the biggest year in its history. So did Ernie. (In fact, Ernie's sales climbed to an average of 1,200 hamburgers a day.)

The truth is that at both the national and local level, radio offers economy and flexibility that *no* other medium can touch. And do you realize how much the radio-listening population has *grown?* Today there are 105,300,000 radio sets in the U. S. A. Virtually *every* home is a *radio* home—and over half of them have *two or more sets.*

The average American now spends more time with radio than with magazines, TV and newspapers combined.

Beyond question, the smartest buys in all advertising are being made in radio. And they're being made *right now.*

B
A
B

Broadcast Advertising Bureau, Inc.

BAB is an organization supported by independent broadcasters, networks and station representatives all over America

270 PARK AVE., NEW YORK CITY

XUM

A Sure Sign of a Good Thing...

The KMBC-KFRM

Leader in the GREAT

KMBC-KFRM
SERVICE
FARMS

Today, the Heart of America farmer is the world's best informed farmer!

The accompanying graphs forcefully portray one of the major reasons why this is true. The dependence and wide preference that rural and urban listeners have for KMBC-KFRM personalities and farm service programs are again revealed in the 1952 personal interview survey made at the State Fairs in Missouri and Kansas and at the American Royal in Kansas City. In this year's survey, 2478 interviews with listeners from 140 counties in the Kansas City Primary Trade Area were made to produce dramatic proof of KMBC-KFRM dominance.

Represented
Nationally by
FREE & PETERS, Inc.

The KMBC-

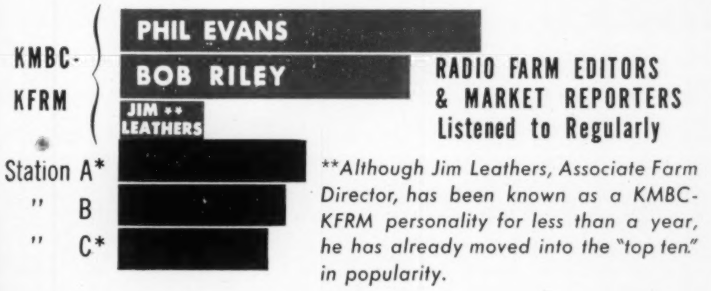
of KANSAS CITY

CBS RADIO FOR THE

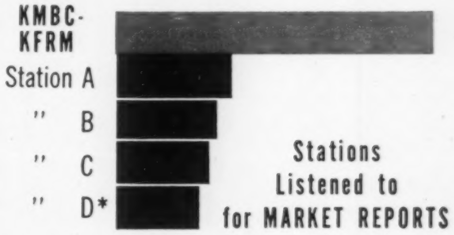
Team remains Undisputed

KANSAS CITY Primary Trade Area!

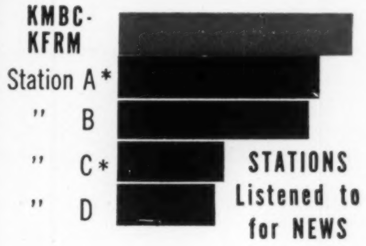
The KMBC-KFRM Team Ranking, as Compared with the Other Leading Stations Is Illustrated Graphically:

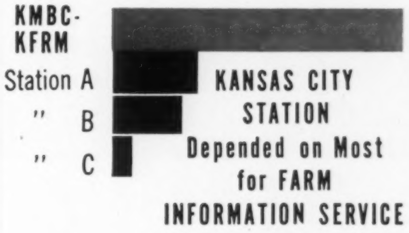


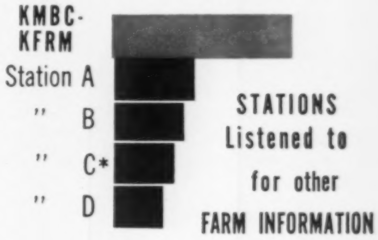
***Although Jim Leathers, Associate Farm Director, has been known as a KMBC-KFRM personality for less than a year, he has already moved into the "top ten." in popularity.*



The Team Leads the Field by a wide margin in all categories:







*Kansas City Stations

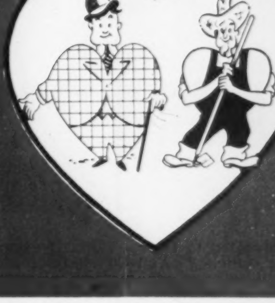
Year after year, the KMBC-KFRM Team shows up with the same outstanding record in all categories. Get in touch with KMBC-KFRM, Kansas City, or Free & Peters, for The Team's *entire* story. Ask for the complete breakdown of the 1952 Survey and for the "Kansas City Market Story"—facts about the rich Heart of America. KMBC-KFRM over-all programming, the finest in broadcast facilities and all-out promotion, each contributes to Team dominance. You will find the details extremely interesting and a clear view of KMBC-KFRM as the most economical and successful sales medium for the Kansas City Primary Trade Area.

KMBC-KFRM leadership is a sure sign of a good thing, but more important, a *good* sign of a *sure* thing—and another confirmation of the fact that to sell the Whole Heart of America Wholeheartedly, it's the KMBC-KFRM Team!

KFRM *Team*

KANSAS FARM STATION

HEART OF AMERICA



MISSOURI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Li-brary, News Service Transmitter
ST. LOUIS—(Cont'd)							
KWK 1927	1380 5,000 DA-N	KWK Inc. 12th & Cole St. Main 9100	MBS Katz	Robert T. Convey, p & gm Ray E. Dady, vp & sta d V. E. Carmichael, vp & cm	John W. Tinnea, pd & asst. sta. d N. J. Zehr, ce	Fred J. Mueller, pmm Jack Griffin, nd	AP, Reuter WE
KXLW 1947	1320 1,000 DA-N	St. Louis County Bcstg Co. 8135 Forsyth Blvd. Delmar 1320	Bolling	John W. Kluge, co-o Marcus Austad, co-o	Leslie P. Ware, sta d George R. Wood, pd	W. E. St. Vrain, ce	L-W AP G
KXOK 1938	630 5,000 DA-2	KXOK, Inc. 12th & Delmar St. Chestnut 6000	ABC Blair	Elzey Roberts, p C. L. Thomas, gm V. N. Springgate, cm	E. M. Muschany, prod d Arthur Rekart, ce Foster Brown, pmm	Bruce Barrington, nd Charlie Stookey, fd France Laux, sd	ST. AP, UP WE
KXOK-FM *1947*	*Chan. 229 (A)* *93.7mc* *7kw*						
WEW 1920	770 1,000-D	St. Louis University 3642 Lindell Blvd. Franklin 5665	Gill-Keefe & Perna	George A. Volz, gm Ray Karpowicz, cm	Lambert Kaiman, pd Joseph A. Volk, ce	Louise Munsch, wd	Assoc. UP
WIL 1922	1430 5,000 DA-N	Missouri Bcstg. Corp. Hotel Chase Rosedale 6200	Pearson	L. A. Benson, p & gm R. M. Hetherington, cm Edward M. Galloway, pd Nick Pagliara, ntl sls m	Stephen Popp, asst. ce Marilyn Rohan, pmm John Carr, nd	Harry Caray, sd Geraldine Waldman, wd	L-W AP G
SPRINGFIELD							
KGBX 1926	1260 5,000	Springfield Bcstg. Co. 605 Boonville Ave. 42822	NBC Hollingbery	T. W. Duvall, p J. Gordon Wardell, gm Carl Fox, pd	Dennis White, ce Dudley Morris, pmm	Richard Stracke, nd John McNab, sd	AP
KTTS 1942	1400 250	Independent Bcstg. Co. Chamber of Commerce Bldg. 2-7474	CBS Sears & Ayer	J. H. G. Cooper, p G. Pearson Ward, gm	Wendel Smith, pd Wm. F. Curry, ce	Bill Bowers, nd Bill Maynard, sd	Wld. AP RCA
KTTS-FM *1948*	*Chan. 234 (B)* *94.7mc* *11.3kw*						
KTTS-TV (CP)		Independent Bsctg. Co. Chamber of Commerce Bldg. 2-7474		(For full information see TELECASTING Yearbook)			
KWTO 1933	560 5,000 DA-N	Ozarks Bcstg. Co. 606 St. Louis Street 2-4422	ABC Pearson	Ralph D. Foster, p & gm Leslie L. Kennon, asst. m C. Arthur Johnson, vp & treas. Lou Black, pd	Fritz Bauer, ce Bill Bailey, pmm Floyd M. Sullivan, nd	Loyd Evans, fd Vern Hawkins, sd	L-W UP RCA
WARRENSBURG							
.... (CP)	1450 250	Clinton Bcstg. Co. P. O. Box 1260 Texarkana, Tex.		David M. Segal, o			
WARRENTON							
KWRE 1949	730 500-D	W. T. Zimmerman 398	KBS Continental Conwell	W. T. Zimmerman, p & gm Leo Waters, cm Don Clem, pd	Robert Roberts, ce & sd Murray Phillips, nd	Fern Sands, wd King Engle, fd	Thes. UP G
WEST PLAINS							
KWPM 1947	1450 250	Robert F. Neathery Abe Taylor Blvd. 700-888		Robert F. Neathery, p, gm & ce Mrs. Fritze W. Dixon, cm	John Billingsley, pd Orville Barton, nd	A. Stricklen, sd	St. AP G
KWPM-FM *1951*	*Chan. 247 (B)* *97.3mc* *1.15kw*						

MONTANA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations			Transc. Li-brary, News Service Transmitter
ANACONDA							
KANA 1946	1230 250 CP: 920 1,000 DA-N	Mosby's Inc. 136	Gill-Keefe & Perna	A. J. Mosby, p & gm	E. G. Rinn, cm & ce	Helen M. Ryan, pd T. K. Ryan, sd	L-W UP Ray.
BILLINGS							
KBMY 1946	1240 250	Billings Bcstg. Co. P. O. Box 2124 3-3838	MBS Intermoun-tain	Rockwood Brown, p Ken Nybo, gm	Leroy Swecker, cm Charles G. duBois, pd & pmm	T. A. Hildebrand, ce	Cap., Asso. AP G
KGHL 1928	790 5,000 DA-N	Northwestern Auto Supply Co. Fifth & N. Broadway 2-2222		Walter E. Schott, p Harrison O. Asch, vp	Ed Yocum, gm		
KOOK 1951	970 5,000 DA-N	The Montana Network, Inc. 7002 S. Billings Blvd. 9-5970	CBS Hollingbery	C. L. Crist, p J. Carter Johnson, vp	V. V. Clark, gm Jerry Moen, cm Ed Peiss, pd & sd	Grant French, ce Cliff Ewing, nd Eileed Riedl, wd	Thes. AP
BOZEMAN							
KBMN 1950	1230 250	Penn Engineering Co. P. O. Box 691 2105	Gill-Keefe & Perna	Mrs. Lura B. Penwell, p G. Norman Penwell, gm	Dan Snyder, cm & pd Ed Kolman, ce	Ralph Evans, nd & fd Larry Binder, sd Gerry Snyder, wd	Assoc. UP WE
KXLQ 1939	1450 250	KRBM Broadcasters, P. O. Box 345 1420	NBC Z-Net. Walker	Ed Craney, p Ernest A. Neath, gm	T. H. Peterson, cm Howard C. McDonald, pd	James M. Gidley, pmm Jack Provis, ce	L-W AP, UP RCA
BUTTE							
KBOW 1947	1490 250	Copper City Radio Co. 720 Yale Ave. 7429		Frank Reardon, p			
KOPR 1948	550 1,000 DA-N	Copper Bcstg. Co. Finlen Hotel 6546	ABC, MBS Intermoun-tain Avery-Knodel	Frank C. Carman, p Ed Cooney, gm	George Chance, cm Jim Harrold, pd	James Foster, ce	Wld. UP G
KXLF 1929	1370 5,000	KGIR, Inc. 2-2344	NBC, Z-Net. Pacific Northwest Walker Moore	E. B. Craney, p Arne E. Anzjon, g & cm	Paul Hatton, pd & nd Vern Totten, pmm	W. J. Provis, ce	Mac., St. AP, UP Hilliard
GLENDIVE							
KXGN 1948	1400 250	Lewis Wiles Moore South Pearson Ave. 122		Lewis Wiles Moore, p Daniel C. Palen, gm	Maurice Martin, cm & sd Jacqueline Bartram, pd	Donald J. Powers, ce Betty Wetzel, wd	Cap. UP Col.
GREAT FALLS							
KFBB 1922	1310 5,000 DA-N	Buttrey Bcstg. Inc. First Nat'l. Bank Bldg. 4377	CBS Weed	J. P. Wilkins, p & gm	William H. Mathews, pd	Wilbur Myhre, ce	Wld. UP WE

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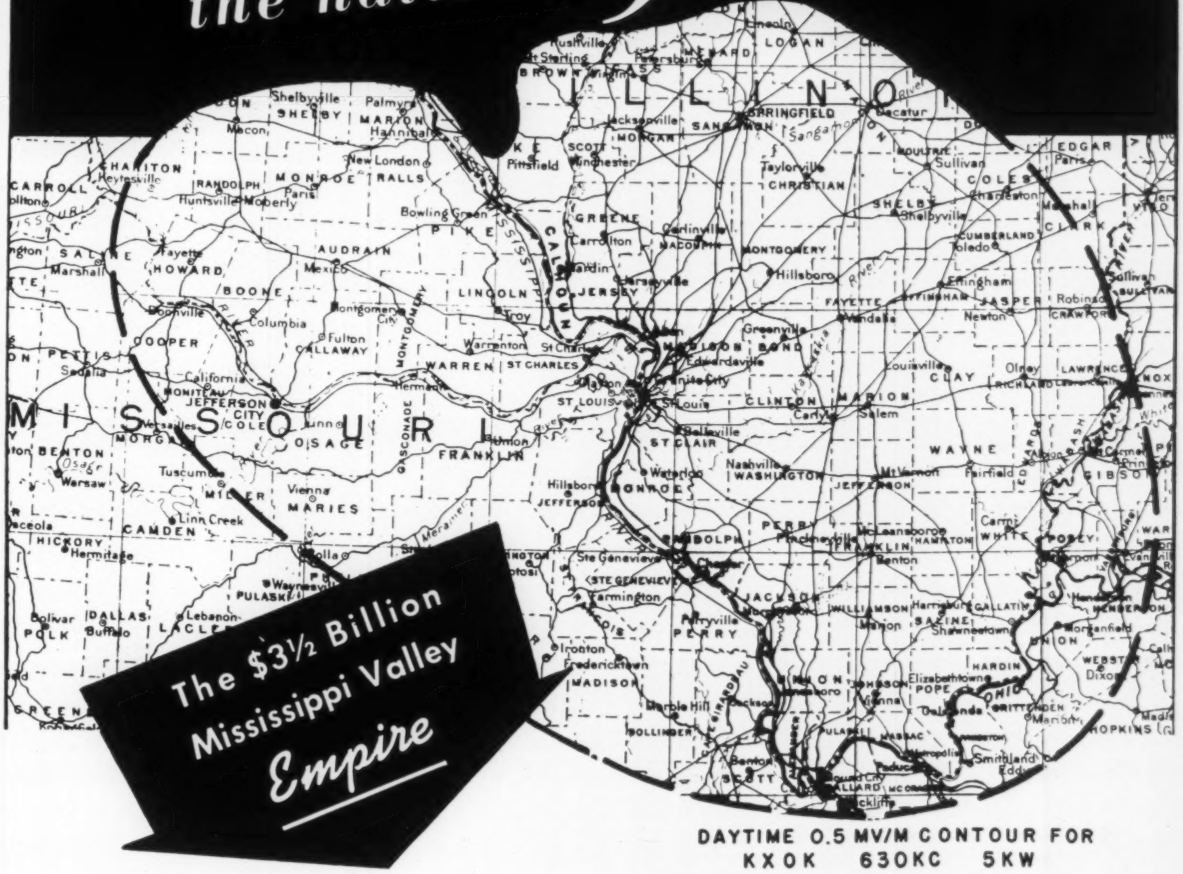
XUM

KXOK Thoroughly COVERS and SELLS

the nation's 9th market



DAYTIME 0.5 MV/M CONTOUR FOR
KXOK 630KC 5KW

MARKET STATISTICS

Total Population	4,058,744
Total Families	1,216,868
Total Radio Homes	1,162,418
Total Retail Sales	$3,811,093,817
Total Food Sales	$917,282,767
Total Drug Sales	$120,370,500
Total Farm Population	664,594
Total Farm Homes	187,884
Total Farm Radio Homes	175,360

(Source: 1952-53 Consumer Markets)

KXOK delivers intense coverage of the rich Mississippi Valley Empire—a richly diversified industrial and agricultural area in Missouri and Southern Illinois where these millions live, earn and spend.

Families throughout the area go for KXOK programming, because KXOK programs are based on excellent ABC network features plus leading local personalities.

KXOK top programs and dominant coverage of the nation's 9th market assure the advertiser full audience penetration of the important St. Louis market.

PLUS a big KXOK "Plus"—merchandising and promotional aids that help sell your program and product, and insure result-getting impact for your messages on KXOK.

CHECK TODAY with your closest John Blair man or with KXOK for more details. Write, wire, phone for availabilities that can sell *for you.*

KXOK

ST. LOUIS' ABC STATION
12th and Delmar • CHestnut 6000

MONTANA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			ansc. Li-ary, News Service ansmitter
GREAT FALLS—(Cont'd)							
KMON 1948	560 5,000 DA-N	Montana Farmer Bcstg. Tribune Bldg. 4382	ABC, MBS Intermountain Avery-Knodel	Alexander Warden, p Robert H. Warner, gm	Frank W. Kaull, cm Mel Hallock, pd, nd & fd	Gene B. Bunker, trans. sup. Herb Hunter, sd Shirlee Graybill, wd	L-W AP RCA
KXLK 1947	1400 250	Great Falls Bcstg. Co. Park Hotel 2-2453	NBC Z-Net. Pacific Northwest Walker	Barclay Craighead, p	L. L. Frayling, g & cm	Eugene Kukkola, pd, pmm & ce	.... UP G
HAVRE							
KOJM 1947	610 1,000 DA-2	North Montana Bcstg. Co. P. O. Box 70 1097	MBS Intermountain Avery-Knodel, Cooke	O. R. Rubie, p Charlotte H. Brader, gm Lyle Leeds, cm	James Saenger, pd & nd Carl Lawrence, pmm George Bauer, ce	Bruce Twerell, sd Maida McCartney, wd	Cap. UP WE
HELENA							
KCAP 1949	1340 250	Lewis & Clark Bcstg. Corp. 1705 Jerome Pl. 4030	MBS, KBS Intermountain Avery-Knodel	Dr. James M. Flinn, p K. O. MacPherson, gm	Charles Sullivan, cm Pat Lee, pd	Dean Mack, ce	Assoc. UP WE
KXLJ 1937	1240 250	Peoples Forum of the Air 1306 Eleventh Ave. 1240	NBC Z-Net. Walker	A. T. Hibbard, p Barclay Craighead, gm & nd	Carl Argabrite, cm Gene Hogan, pd	Fred Clark, pmm Ralph Gassler, ce	.... AP, UP RCA
KALISPELL							
KGEZ 1927	600 1,000 DA-2	Donald C. Treloar 7 Main St. 4331		Donald C. Treloar, p, g & cm Norm Fisher, pd & nd Robert Bennett, pmm	Paul Johnson, ce Glenn Millhouse, fd	Larry Dietz, sd Jean Fitzwater, wd	St., Wld. UP Col.
LEWISTOWN							
KXLO 1947	1230 250	W. G. Kelly E. Main St. 1210	MBS Intermountain	W. G. Kelly, p	Marlin T. Obie, gm	David L. Sather, ce	Wld. UP WE
LIBBY							
KLCB 1950	1230 250	Lincoln County Bcstrs. Inc. P. O. Box 636 410		Oliver C. Coburn, p & gm Mary Elizabeth Coburn, pd & wd	William R. McCoy, ce	Daniel Combest, nd	Mac., SES. UP ....
LIVINGSTON							
KPRK 1947	1340 250	Yellowstone Amusement Co. P. O. Box 691 1000	MBS Intermountain Avery-Knodel	P. B. McAdam, p & gm Jack Hinman, cm, pmm & sd	Gerald Tyo, pd Ed Woods, ce	N. Kolence, nd Mim Skogestad, wd	Wld. UP G
MILES CITY							
KRJF 1941	1340 250	Star Printing Co. Inc. 13 N. 6th St. 1340	KBS, MBS Intermountain Avery-Knodel	Ian A. Elliot, p, ce & nd Fred B. Hunnes, cm	Earl L. Dahlstrom, pd Thomas Biedrzycki, pmm & sd	Kurt Forslund, fd Gayle Sweedland, wd	L-W UP RCA
MISSOULA							
KGVO 1931	1290 5,000 DA-1	Mosby's Inc. Radio Central Bldg. 2155	CBS Gill-Keefe & Perna	A. J. Mosby, p & gm Roy Vance, cm Don Bradley, pd	Robert Ritz, ce Cyrus Noe, nd M. E. Dixon, fd	Cletus Smith, sd Joan Haines, wd	L-W UP RCA
KXLL 1948	1450 250	Western Montana Assoc. P. O. Box 1503 4114	NBC Z-Net. Pacific Northwest Walker	Pat M. Goodover, p & gm	R. J. Gillis, cm W. J. Strothman, pd	John Campbell, pmm & sd	.... AP, UP RCA
SHELBY							
KIYI 1946	1230 250	Tri County Radio Corp. 560	MBS Intermountain Cooke	John J. Hurley, p John Lyon, g & cm Dick Brattin, pd	Georgia Knickerbocker, pmm George Potter, ce Ellis Sconyers, nd & sd	Ruth Larson, wd Robert Boocher, fd	UP WE
SIDNEY							
KGCX 1926	1480 5,000 DA-1	E. E. Krebsbach 109 S. Central 408	MBS Great Northern Lawson	E. E. Krebsbach, p & gm Keith Krebsbach, cm Clair Krebsbach, pd	O. H. Halvorson, ce Ken Dornan, nd	Gene Coombes, fd Rob Roderick, sd	Cap. AP, UP RCA

NEBRASKA

ALLIANCE							
KCOW 1949	1400 250	Sandhills Bcstg. Corp. P.O. Box 391 1300	.... McGillvra	Hans Jaggers, p Gene Ackerley, gm & pd	James L. Thomas, cm Edward N. Davenport, ce Erving Jensen, prog. asst.	Frank Whitley, nd George Vogel, sd Martha Boyer, wd	Wld. UP G.
BEATRICE							
KWBE 1949	1450 250	Blue Valley Bcstg. Co. Inc. 112½ N. Sixth St. 1245	MBS, Nebraska Gill, Keefe & Perna	Merle Jones, p Gordon C. (Bud) Pentz, gm & slm Larry Pribyl, pd, bus. m, nd & fd	Wilbur Emerson, ce Marge McGavren, pmm & wd Bill Boyce, asst. slm	Glen Bohlen, sd Jim Robinson, sd	Thes., Col AP WE
BROKEN BOW							
KCNI 1949	1280 1,000-D	Custer County Bcstg. Co. Box 561 611	Nebraska	Bud Crawford, p, gm & ce	Georgia A. Crawford, cm, pd & wd	Al Pyatt, pmm & sd Scott Insley, nd	.... UP Col.
COLUMBUS							
KJSK 1948	900 1,000-D	Geo. Basil Anderson P.O. Box 460 5154	KBS Continental & Biddick	Geo. Basil Anderson, p & gm Milo Kincaid, cm	Florence Anderson, pd	Max Reeves, ce, fd Bob Kent, nd & sd	Thes. Wld SES. AP G.
FREMONT							
KFGT 1947	1340 100	Walker Newspapers Inc. 118 E. 5th St. 1060	MBS	Lester A. Walker, p & gm	Kenneth D. Headrick, sm & pd	Russel W. Weber, nd Ernestine Smiger, wd	Cap. AP G.

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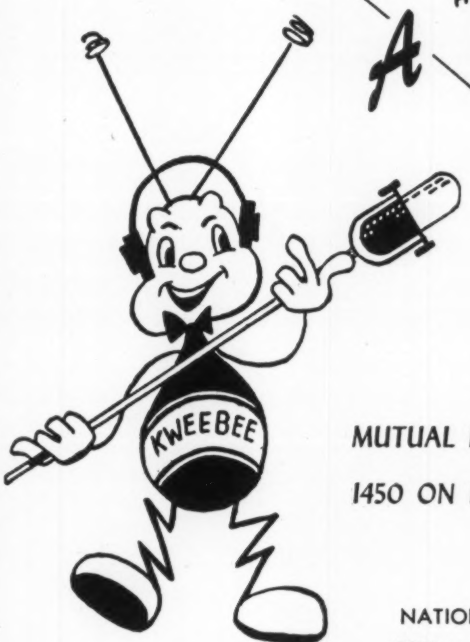
GRAND ISLAND							
KMMJ 1925	750 1,000-D	Town & Farm Co. Inc Division at Cedar 703	ABC H-R Reps.	Don Searle, p Bill Martin, vp & gm Rex Lathen, reg. slm	Ed Meyer, pd U. L. Lynch, ce Quinten McCredie, pmm	George Kister, nd & fd Nay Deines, sd Helen Clark, wd	Thes. AP Col.
KRGI (CP)	1430 1,000 DA-N	Grand Island Bcstg. Co. 315 S. Locust 5181		Wick M. Heath, gm	Ray L. Kozak, cm	Don Campbell, ce	AP G.
HASTINGS							
KHAS 1940	1230 250	Nebraska Bcstg. Co. Tribune Bldg. 2-5101	MBS Gill-Keefe & Perna	Fred A. Seaton, p Duane L. Watts, g & cm, ce	Lloyd Thomas, pd, pmm, n & fd Robert Morey, sd	Maurine Nelson, wd	Thes. INS RCA
KEARNEY							
KGFW 1930	1340 250	Central Nebr. Bcstg. Corp. Federal Annex Bldg. 2-3541	MBS, KBS, Nebr. Holman	John W. Yaeger, Jr., p & gm Lyle Richardson, cm & sd	Ellen Selah, pd & wd Jack B. Lewis, ce	Don Sherrill, nd Bob Schnuelle, fd	Wld. UP Col.
LEXINGTON							
KRVN 1951	1010 25,00-D-DA	Nebr. Rural Radio Assoc. Inc. 104 W. 8th St. 716	....	Jay Person, p Max Brown, gm	Dan Bellus, cm Gary Schroeder, pd	Bob Bitner, ce Art Pendray, fd	St. AP RCA
LINCOLN							
KFOR 1923	1240 250	Cornbelt Bcstg. Corp. 636 Stuart Bldg. 2-6965	ABC Petry	James Stuart, p & o George X. Smith, vp, gm & cm	George T. Bastian, evp Ken Greenwood, pd, pmm & sd	Chas. W. Winkler, ce Ken Wayman, nd Lydia Nekuda, wd	St. & Cap. AP
KFOR-TV (CP)		Cornbelt Bcstg Co. 636 Stuart Bldg. 2-6965		(For full information see TELECASTING Yearbook)			
KLMS 1949	1480 1,000 DA-2	Lincoln Bcstg. Corp. 130 N. 16th St. 2-7579	.... Indie Sales	Howard A. Shuman, p J. Russell Joynt, gm	Frank Stubbs, cm Charles Johnson, pd	H. D. Brandt, ce Robert Taylor, nd Jerry Granger, sd	Assoc. UP RCA
KOLN 1947	1400 250	Cornhusker Radio & TV Corp. P. O. Box 987 2-7218	MBS., Nebr. Pearson	E. M. O'Shea, p Harold E. Anderson, gm & vp Otis H. Segler, cm	William E. Lucas, pd Marvin Korinek, ce Paul Jensen, prod. d	William Morris, pmm Byron Krasne, nd Bud Shaner, sd Elsie Sanderson, wd	Wld. AP WE
KOLN-TV (CP)		Cornhusker Radio & Television Corp. P.O. Box 987 2-7218		(For full information see TELECASTING Yearbook)			
McCOOK							
KBRL 1947	1450 250	The McCook Bcstg. Co. HiWay 83 at "J" St. 1450	MBS., Nebr. Gill, Keefe & Perna	LeRoy W. Lenwell, p, gm & ce Gil Mitchell, pd	Bob Morris, sd	Ginny Trail, n ed. & wd	.... AP G.
NORFOLK							
WJAG 1922	780 1,000-D L-WBBM	Huse Publ. Co. 6th & Norfolk Ave. 20	.... Walker	Gene Huse, p Robert E. Thomas, gm Fritz Asmus, cm	Vernon Stedry, slm Glen Hixson, pd & sd Frank Wiedenbach, ce	Evans Meier, pmm Wayne Wells, nd & fd	St. AP G.



A "pitch" that hits "home" everytime

Hits the Farm and City Home
in the Rich Blue Valley . . .

MUTUAL BROADCASTING SYSTEM
1450 ON EVERYBODY'S DIAL. . . .

NATIONAL REPRESENTATIVE—
GILL - KEEFE AND PERNA
654 MADISON AVE., NEW YORK, N. Y.

KWBE
BEATRICE,
NEBRASKA . . .

NEBRASKA—(Continued)

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NORTH PLATTE							
KNBR 1952	970 1,000-D-DA	John Townsend 212 N. Jeffers 174	.... Indie Sales	John Townsend, o	Emil Odean, gm		Thes. SES UP WE
KODY 1930	1240 250	Radio Station KODY 1521 W. 12th St. 382	NBC, KBS Meeker	John Alexander, p, gm & pmm Joseph Di Natale, cm & sd	William A. Wood, pd Jay Blakesley, ce Jerry Wing, office m & wd	Charles H. Craig, nd Edwin H. Launer, fd	L-W, Wld AP
OMAHA							
KBON 1942	1490 250	Inland Bcstg. Co. World Ins. Bldg. Jackson 8282	MBS Pearson	**Paul R. Fry, p, gm & pd** Ernest Priesman, cm Richard E. Welna, ce	Emory H. Dahlgard, bus. m Pat Rooney, pmm	Dick McCann, nd Ed Morgan, sd Mayme M. Allison, wd	Thes. AP WE
KFAB 1924	1110 50,000 DA-N	KFAB Bcstg. Co. 620 Farnam Bldg. Jackson 3420	CBS Free & Peters	Joe W. Seacrest, chmn. of bd. Fred Sidles, p Harry Burke, gm	Harold Soderlund, cm Lyell Bremser, pd & sd Art Stewart, trans. engr.	Don Shoemaker, pmm Carl Uklarik, nd William Macdonald, fd Nancy Condon, wd	L-W, SES AP WH
KMTV(TV) 1949		May Bcstg. Co. 2615 Farnum St. Webster 9800		(For full information see TELECASTING Yearbook)			
KOIL 1925	1290 5,000 DA-N	Central States Bcstg. Co. 511 S. 17th St. Jackson 7626	ABC Petry	James Stuart, p Arden E. Swisher, gm & ntl. slm W. O. Talbot, pd	Margaret Croghan, loc. slm Charles Winkler, ce Henry R. Kelpe, pdm	John F. Keiner, pmm W. O. Talbot, pd Harry Hatcher, nd & fd Belle West, wd	St. Cap. AP, INS RCA
KOWH 1922	660 500-D	Mid-Continent Bcstg. Co. 15th & Farnam Sts. Atlantic 2228	.... Bolling	Robert H. Storz, p Todd Storz, vp, g & cm Dale L. Moudy, ce	G. William Armstrong, pmm Virgil Sharpe, pd Frank Lester, studio sup.	John Pearson, prod. d James F. O'Neill, nd Lee Berg, fd Jack Sandler, sd Marian Crook, wd	L-W AP, UP, INS RCA
WOW 1923	590 5,000	Meredith WOW, Inc. Insurance Building Webster 3400	NBC Blair	Fred Bohen, chmn. of bd. E. T. Meredith, Jr., p Payson Hall, d. of radio-TV Howard Stalnaker, asst. d of radio-TV Frank P. Fogarty, gm Lyle De Moss, asst. gm	Ray Olsen, pd William J. Kotera, ce	James McGaffin, nd Mal Hansen, fd Jack Payne, sd Martha Bohlsen, wd	St. Wld. SES UP RCA
WOW-TV 1949		Meredith WOW, Inc. 3509 Farnam St. Webster 3400		(For full information see TELECASTING Yearbook)			
SCOTTSBLUFF							
KNEB 1948	960 1,000-LS 500-N DA-2	Platte Valley Bcstg. Corp. Golden Rule Bldg. 1620	MBS, Inter-mountain Holman	John R. Jirdon, p Russ M. Stewart, gm Byron R. Joachim, cm	Duke Whitfield, pd Leslie A. Proctor, ce	Jim Kithcart, nd & sd Fred Walgren, fd	Cap. L-W AP GE

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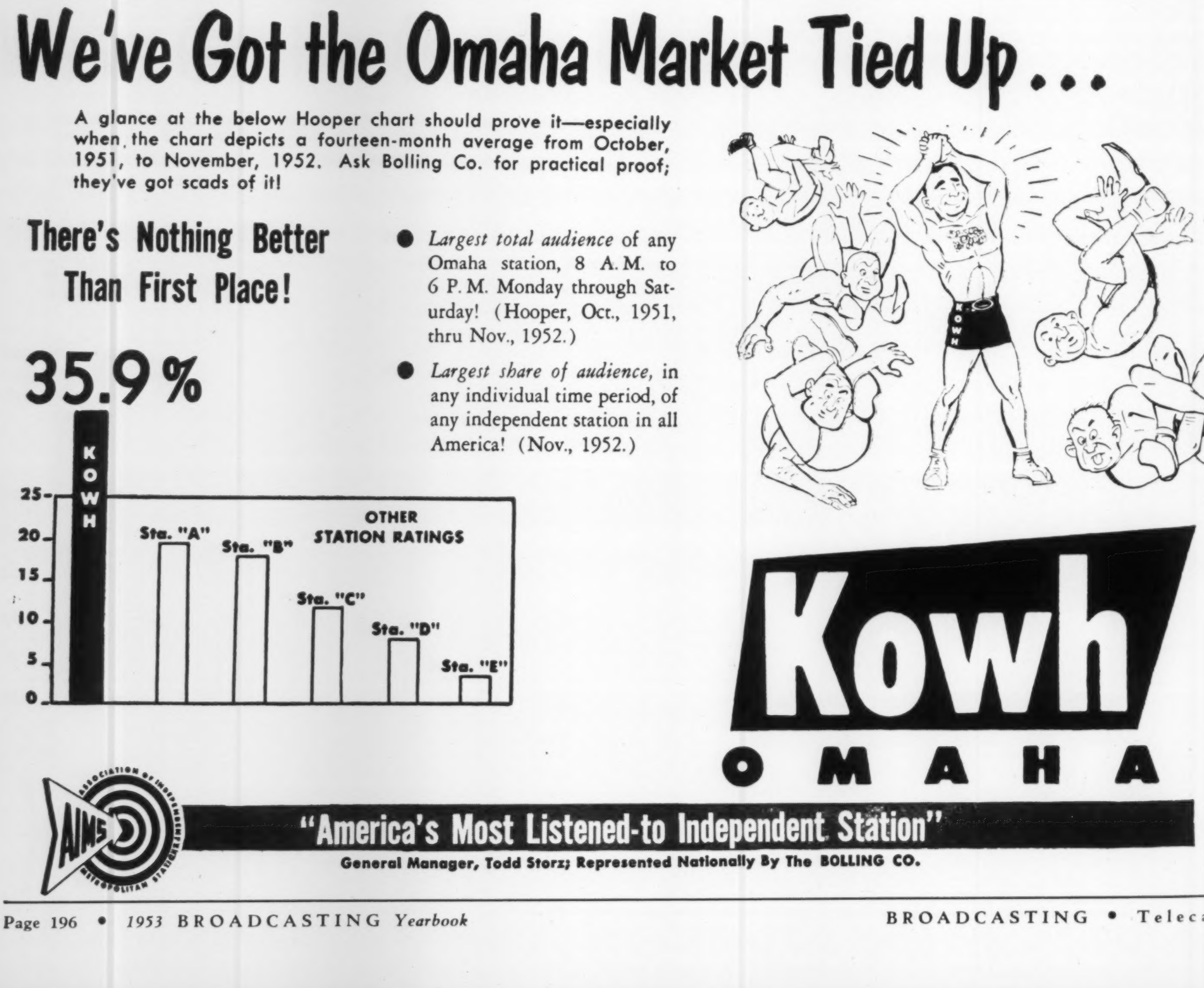

We've Got the Omaha Market Tied Up . . .

A glance at the below Hooper chart should prove it—especially when the chart depicts a fourteen-month average from October, 1951, to November, 1952. Ask Bolling Co. for practical proof; they've got scads of it!

There's Nothing Better Than First Place!

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday! (Hooper, Oct., 1951, thru Nov., 1952.)
- *Largest share of audience,* in any individual time period, of any independent station in all America! (Nov., 1952.)

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

KOLT 1930	1320 5,000-D 1,000-N DA-2	Hilliard Co. 1517 Broadway 856	CBS Gill, Keefe & Perna	L. L. Hilliard, p & gm Tony Kehl, cm & sd Virl Davis, pd	Harland Morrison, ce William Walter, pmm	Wm. Brennan, nd Richard Ingwerson, fd Doris Barry, wd	UP G.
DNEY							
KSID 1952	1340 250	Sidney Bcstg. Co. Legion Park 5503	ABC McGillvra	W. C. Grove, p & ce Max Young, gm & cm	Marilyn Harper, pd & wd	Glen Fairall, pmm & nd Art Westergard, sd	UP

NEVADA

ELKO							
KELK 1948	1240 250	Elko Bcstg. Co. P. O. Box 790 260	MBS, Intermountain Avery-Knodel	Chris Sheerin, p John J. Gammick, g & cm, pmm	Bob Vizina, pd Roy L. Gallagher, ce Lynn Burns, sd	Viola Lynch, traffic d	UP Ray.
ELY							
KELY 1950	1230 250	White Pine Bcstg. Co. P. O. Box 1088 2077		David I. Hansen, co-o	Dale V. Bradley, co-o	Frank R. Bradley, nd E. C. Chamberlain, fd	Wld. INS Col.
AS VEGAS							
KENO 1940	1460 1,000-DA-N	Nevada Bcstg. Co. The Strip 1400	ABC Grant	Maxwell Kelch, p & gm Thompson Magowan, cm	K. P. O'Connell, pd & pmm Ralph O. Dow, ce	Ed Oncken, nd Bob Clemens, sd	INS Col.
KENO-FM 1947	*280 (A)* *103.9mc* *.36kw*						*INS* *GE*
KLAS 1948	1230 250	Las Vegas Bcstrs. Inc. Wilbur Clark's Desert Inn 4646	CBS Weed	Fred Stoye, p & gm Carl Paige, cm & sd	John Ryken, pd & nd Gregg Gelhart, ce	Flo Brummell, pmm Judie Allen, wd	St. UP GE
KORK 1951	1340 250	Vegas Valley Bcstg. Co. Hotel Thunderbird 6500	NBC Hollingbery	David McKay, p & gm Roland B. Vaile, sm	Wm. Binford, ce	Bernadine Young, wd	UP WE
KRAM 1948	920 1,000-D 500-N-DA-N	Boulder City Bcstg. Co. P. O. Box 1712 920	MBS, Intermountain Avery-Knodel	Edward J. Jansen, p Truman B. Hinkle, gm	Lester Seiffer, cm Martin Black, pd, pmm & sd	Fred Young, ce Patricia Healy, traffic m	Wld. UP Col.
ENO							
KATO 1946	1340 250	Sierra Bcstg. Co. Mapes Hotel P.O. Box 2231 2-4501	MBS, Don Lee Pearson	R. K. Wittenberg, p & ce	Robert Stoddard, gm		Mac. GE
KOH 1928	630 5,000-LS 1,000-N DA-N	McClatchy Bcstg. Co. of Nevada 143 Stevenson St. 3-5106	NBC Raymer	Eleanor McClatchy, p Hugh Kees, m	Bruce Branson, pd Wesley Craig, ce	George Umbenhaur, nd Charles Harris, fd	Cap. UP
KOLO 1946	920 1,000-DA-1	Reno Bcstg. Co. 33 Sierra St. 2-4516	CBS Hollingbery	David McKay, p H. G. Wells, gm	Howard Doyle, Jr., cm Bill Ruff, pd & sd	Merle Peterson, ce Noble Crew, fd	UP
KWRN 1947	1230 250	KWRN, Inc. Riverside Hotel 3-6156	ABC	Franz J. Robischon, p & gm	Frank McLaurin, cm	Jack Mackey, sd Mary McGahan, wd	UP RCA
KWRN-TV (CP)		Nevada Radio-TV Inc.		(For full information see TELECASTING Yearbook)			
(FM) *(CP)*	*Ch. 238(B)* *95.5 mc*	*Everett B. Cobb*					

NEW HAMPSHIRE

RLIN							
WMOU 1946	1230 250	White Mts. Bcstg. Co. 40 Main St. 1797	KBS Kettell-Carter Radio Reps	John W. Guider, p Jock MacKenzie, gm, pd & sd	Herschel M. Howe, ce Bob Holland, nd	Myrtle Anderson, wd	L-W AP Ray.
WMOU-FM *(CP)*	*Chan. 279* *103.7mc* *10kw*						
AREMONT							
WTSV 1948	1230 250	Granite State Bcstg. Co. 155 Front St. Manchester, N. H. 4-4075		William J. Barkley, p	W. J. Rust Jr., gm	Fred C. Stearns Jr., sm & cm	
WTSV-FM 1948	*Chan. 291* *106.1mc* *4.8kw*						
NCORD							
WKXL 1946	1450 250	Capitol Bcstg. Co. Inc. 98 N. Main St. 4180	CBS Young	Morris Silver, p Thomas F. Frank, gm, nd & pd	William C. Engel, pmm & cm Robert Wright, ce	Bud Wilson, fd & sd Vera K. Tovey, wd	AP RCA
EENE							
WKNE 1926	1290 5,000-DA-1	WKNE Corp. 17 Dunbar St. 2080	CBS, NE Bcstg. Meeker, Kettell-Carter	Joseph K. Close, p Frank B. Estes, asst. m & cm Ernest Robarge, ce	Howard E. Wheelock, pd & nd Ruth Redington, wd Don Roberts, sd	Stacey Cole, fd Edward B. Sawyer, pmm	Wld. AP WH
CONIA							
WLNH 1922	1340 250	Northern Bcstg. Corp. 653 Main St. 2300	MBS, KBS Yankee Grant, Kettell-Carter	Genevieve Wingate, p Arthur Rothafel, gm Sydney E. Clarke, cm	Irving W. Kaizer, pd & nd Walter Avery, ce Gig Henderson, sd	Joseph Sullivan, fd Lillian Walker, wd	AP G
EBANON							
WTSL 1950	1400 250	Granite State Bcstg. Co. Hanover 1040	ABC Bolling, Borgatti	William J. Barkley, p Henry E. Lewis, gm, cm & pmm	Malcolm Morse, pd, nd & sd	Wm. W. Heiser, ce	UP

NEW HAMPSHIRE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
MANCHESTER							
WFEA 1932	1370 5,000 DA-1	N. H. Bcstg. Inc. 286 Franklin St. 5-5491	CBS Kettell-Carter, Young	Morris Silver, p Warren H. Journay, gm Saul Gross, cm	Frank J. Finning, pd & pmm Reginald A. B. Schow, ce Julie Blake, wd	George J. Christie, sd	L-W AP RCA
WKBR 1946	1240 250	Granite State Bcstg. Co. 155 Front St. 4-4075		William J. Barkley, p			
WKBR-FM *1947*	*Chan. 261 (A)* *101.1mc* *1kw*						
WMUR 1941	610 5,000-D 1,000-N-DA-2	The Radio Voice of N. H., Inc. 1819 Elm St. 5-5788	ABC Weed	Francis P. Murphy, p Hervey Carter, gm & cm Bernie Mack, pd & pmm	Vincent H. Chandler, ce Gordon E. Moore, lcl, slm Tom Power, nd	George Geyer, sd Bob Webster, fd Esther Ayer, wd	Wld. UP RCA
NASHUA							
WOTW 1947	900 1,000-D	Nashua Bcstg. Corp. Lund Road 5000	Walker, Bannan	Arthur A. Newcomb, p, gm & pmm Norman R. Delude, cm	Paul H. Keefe, sm, pd & fd Harry H. Handfield, ce	Ed Lecius, nd & sd Ruth Marsh, wd	Wld. UP Ray.
WOTW-FM *1948*	*Chan. 292 (A)* *106.3mc* *1kw*						*Wld., SES.* ....
PORTSMOUTH							
WHEB 1932	750 1,000-D	WHEB, Inc. N. H. Natl. Bank Bldg. 4080	MBS Walker Kettell-Carter	Charles M. Dale, p & gm Jack Kane, cm & sd Lucien Dumont, pd	Walter Emery, pmm Antonio Vaccaro, ce Win Blake, nd	Phyllis Dumont, wd	Wld. AP Col.
ROCHESTER							
WWNH 1948	930 1,000-D	Strafford Bcstg. Corp. 1400	Granite Bolling, Borgatti	A. J. K. Malin, p & gm M. C. Ball, cm H. B. Martin, sd, sm & pmm	George Michael, pd & fd Frank DeFalco, ce Florence Dexter, nd	Martha Mallory, wd	.... UP Col

NEW JERSEY

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
ALPINE							
WFMN(FM) *1943*	*Chan. 226 (B)* *93.1 mc.* *6 kw*	*Edwin H. Armstrong* *Alpine, N. J.* *Closter 5-1088*		*Dr. Edwin H. Armstrong, o*			
ASBURY PARK							
WCEE (TV) (CP)		Atlantic Video Corp. % Walter Reade Jr. 710 Mattison Ave.		(For full information see TELECASTING Yearbook)			
WJLK 1926	1310 250	Asbury Park Press, Inc. Press Plaza 2-3000	Garden State	Wayne D. McMurray, p Ernest Lass, gm Thomas B. Tighe, sm	(Mrs.) Margaret Curtis, cm Everett Rudloff, pd	Frank Huber, ce Tom Birckhead, nd	Assoc. AP RCA
WJLK-FM *1947*	*Chan. 232 (A)* *94.3 mc* *1 kw*						
ATLANTIC CITY							
WFPG 1940	1450 250	Neptune Bcstg. Corp. Steel Pier 5-2188	CBS Pearson, Kennedy	Fred Weber, p Blair K. Thron, tech. d Russell Truex, cm	Edward Davis, pd Earle Godfrey, ce Jessie Morris, pmm	Ed Walpert, sd Hazel Hartman, wd	.... UP RCA
WFPG-TV 1952		Neptune Bcstg. Corp. Steel Pier 5-2188		(For full information see TELECASTING Yearbook)			

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*FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.*

REACH NEW HAMPSHIRE'S LARGEST AUDIENCE WITH . . .

WMUR

The State Station

★ Regularly reaches a DAYTIME audience of 58,390 radio families—in 8 of the 10 N. H. Counties.

★ Regularly reaches a NIGHTTIME audience of 46,200 radio families—in 6 of the 10 N. H. Counties. 46% *more* families DAYTIME, and 17% *more* families NIGHTTIME than any other New Hampshire station (1949 BMB Est.).

86% of the New Hampshire households are within the WMUR coverage area and do 87.6% of all the buying done in the state.

MARKET DATA

within the WMUR Daytime BMB Area:

Population	462,100
Households	134,670
Radio Homes	130,250
1951 Retail Sales	$488,713,000
Food	148,750,000
Gen'l mdse.	32,457,000
Apparel	32,115,000
Home furn.	26,104,000
Automotive	63,985,000
Filling station	26,486,000
Bldg. Mat.-Hardware	34,729,000
Eat-Drink	30,223,000
Drug	14,676,000

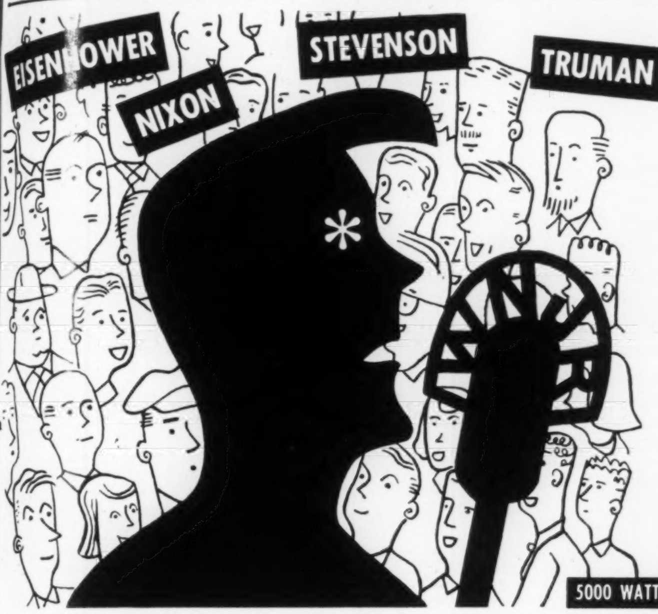
(1952-53 Consumer Markets)

610 KC
BASIC ABC

WMUR

MANCHESTER
NEW HAMPSHIRE

The Radio Voice of New Hampshire, Inc. ★ Represented nationally by WEED & CO.



all told their stories on **WNJR**

RADIO STATION OF NEWARK NEWS

Why not tell * **yours** on this merchandising-minded station? *3,864,000* people spend *4 billion dollars* in the rich Northern New Jersey market.

5000 WATTS FULL TIME • 91 HALSEY ST., NEWARK 2, N. J. • MArket 3-2700 • COrtlandt 7-8070

WMID 1947	1340 250	Mid-Atlantic Bcstg. Co. Senator Hotel 4-1340	ABC, MBS Forjoe	Richard Endicott, p David H. Freedman, g & cm	Alan Owen, asst. gm Vincent Lindner, pd Stan Howard Dixon, n & fd	Ralph Glenn, sd Mildred Freeland, wd	Assoc. AP RCA
WOND 1950			(See Pleasantville, N. J. listing)				

BRIDGETON

WSNJ 1937	1240 250	Eastern States Bcstg. Corp. Box 166 9-2930	Clark	Russell S. Henderson, p Paul Alger, gm & evp Jerry Alden, cm & sd	Joseph A. McCulley, pd Deane Eadie, pmm Edward L. Bold, ce	Don Hart, n & fd Louise Henderson, wd	Thes. UP RCA
WSNJ-FM *1947*	*Chan. 299 (B)* *98.9 mc* *9 kw*						

CAMDEN

WCAM 1926	1310 250	City of Camden City Hall Emerson 5-5600	Kennedy	Willard C. Schriver, d John Cleary, g & cm Jack La Mar, pd & sd	John Zander, ce Joseph Hale, nd	Jack Silin, fd Theresa Skolski, wd	St. UP RCA
WKDN 1948	800 1,000-D	South Jersey Bcstg. Co. 2881 Mt. Ephraim Ave. Emerson 5-7200	Garden State	Ranulf Compton, p Gordon Giffen, sm	Jerry Williams, pd Tex Easley, ce	Bob Ross, nd	Assoc. AP Ray.

ELIZABETH

WPOE(FM) *1949*	*Chan. 244 (B)* *96.7 mc* *1 kw*	*Radio Elizabeth Inc.* *1143 E. Jersey St.* *2-3460*		*Seymour DeWitt, gm, cm, nd & ce*	*Marion E. Necson, adm. asst.*	*Johnny Whalen, sd*	*Assoc., SES.* *UP* *RCA*

MORRISTOWN

WMTR 1948	1250 1,000-D	Morristown Bcstg. Corp. Park Square Bldg. Box 345 4-5700		George S. Croy, p Kenneth A. Croy, gm Henry A. Behre, cm	Robert Vesel, pd Rudolph C. Prow, ce Merrill Morris, n & fd	Ned Ehlers, sd Mary Bradley, wd	Assoc. AP Ray.

A Local Station That Knows Its Audience

WJLK WJLK WJLK WJLK WJLK WJLK WJLK WJLK

OWNED AND OPERATED BY
ASBURY PARK PRESS

Hourly local News, top ratings, plus a local audience that can afford to buy your product.

CALL ASBURY PARK 2-3000
COLLECT!

SERVING MONMOUTH AND OCEAN COUNTIES, NEW JERSEY'S FASTEST GROWING AREA

NEW JERSEY—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
NEWARK							
WAAT 1922	970 5,000-D 1,000-N DA-N	Bremer Bcstg. Corp. 1020 Broad St. Mitchell 2-6400	Weed	Irving R. Rosenhaus, p & gm Edward H. Reeves, chief of AM oper.	Edmund S. Lennon, vp Frank V. Bremer, vp & ce	Nat Shoehalter, pmm George Green, pd	AP Col.
WAAT-FM *1948*	*Chan. 234 (B)* *94.7 mc* *13.5 kw*						
WATV(TV) 1948		Bremer Bcstg. Co. 1020 Broad St. Mitchell 2-6400		(For full information see TELECASTING Yearbook)			
WHBI 1921	1280 2,500-D 1,000-N S-WOV	May Radio Bcstg. Corp. 100 Shipman St. Mitchell 2-7354		James L. Shearer, p	Wm. A. Masi, c & pmm, pd.	Harold Michaels, ce	WE
WNJR 1947	1430 5,000-DA-N	North Jersey Radio, Inc. 91 Halsey St. Market 3-2700		Edward W. Scudder, Jr., p Harry D. Goodwin, g & cm Steven Van Gluck, pd	Arnold Snyder, pmm Peter Testan, ce	Tom Costigan, nd Louise Powers, wd	St. UP RCA
WNJR-FM *1949*	*Chan. 274 (B)* *102.7 mc* *20 kw*						
WVNJ 1948	620 5,000 DA-2	Newark Bcstg. Corp. 45 Central Ave. Mitchell 3-7600	Hollingbery	Ivon B. Newman, vp, g & cm	Helen S. Sutton, pd	Bernard K. Kellom, ce	Wld. UP Fed.
NEW BRUNSWICK							
WCTC 1946	1450 250	Chanticleer Bcstg. Co. 385 George St. Charter 7-1450	Garden State	James L. Howe, p Robert L. Williams, sm Kenneth Leslie, cm	James M. Vogdes, asst. sm Barbara M. Bauer, pd	Victor Takach, ce Tony Marano, n & sd	Wld. AP RCA
WCTC-FM *1948*	*Chan. 252 (A)* *98.3 mc* *1 kw*						
(TV) (CP)		New Jersey Dept. of Education		(For full information see TELECASTING Yearbook)			
PATERSON							
WPAT 1941	930 5,000 DA-2	North Jersey Bcstg. Co., Inc. 64 Hamilton St. Armory 4-3400		Richard Drukker, p D. J. Wright, exec. vp & gm	Charles W. Parker, bus. m Earl F. Lucas, ce	Charles G. Scully, pub. rel. d. Edward Pollack, nd	L-W. Assoc., Thes., SES. AP, UP Fed.
PLAINFIELD							
WXNJ(FM) *1947*	*Chan. 280 (A)* *103.9 mc* *1 kw*	*WXNJ Inc.* *111 E. Front St.* *6-1039*		*Lucien M. Merle, p*			
PLEASANTVILLE (Atlantic City)							
WOND 1950	1400 250	Pioneer Bcstrs. Inc. Old Turnpike 3971	Rich	Charles E. Rupp, p John Struckell, gm & pd Milton Thurlow, ce	Larry Carle, pmm Bill Gregory, nd	Tom McCarthy, sd Peggy Lucca, wd	St., Thes. AP GE

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SOMERSET COUNTY
WCTC
MIDDLESEX COUNTY

SOMERSET
PLAINFIELD
BOUND BROOK
S. PLAINFIELD
PERTH AMBOY
METUCHEN
HIGHLAND PARK
NEW BRUNSWICK
SAYREVILLE
SOUTH RIVER
SOUTH AMBOY
PRINCETON

STRONG LOCAL NEWS

and good music keep local listeners

tuned to WCTC

You'll miss
most of this **Central Jersey Population**
unless your message is on **WCTC**

New Brunswick, 'Phone Charter 7-1450

WCTC SIGNAL COVERAGE AREA

Population 371,000   Retail Sales $359 Million   (1952-53 Consumer Markets)

TRENTON

WBUD 1947	1260 1,000 DA-1	Morrisville Bcstg. Co. 108-14 N. Broad St. 4-7191		Verna S. Hardin, p Richard M. Hardin, gm William Garry, cm	W. F. Hildenbrand, pd W. A. Brewer, ce Nan Rednor, pmm & wd	Chas. Fairchild, nd Bus Saidt, sd	Wld. AP G
WTNJ 1928	1300 250-D	WOAX Inc. 416 Bellevue Ave. 8149		Erling C. Olsen, p			
WTOA(FM) *1949*	*Chan. 248 (B)* *97.5 mc* *14.5 kw*	*Mercer Bcstg. Co.* *558 Ingham Ave.* *5-8541*		*Jerome P. McCarthy, m*			
WTTM 1942	920 1,000 DA-1	Peoples Bcstg. Corp. 541-543 E. State St. 5-8515	NBC Garden State Forjoe	Herbert Evans, vp Fred L. Bernstein, gm Theodore R. Safford, pd	Katherine M. Weber, ex. secy. Harry W. Barnam, lcl slm Irving Gruper, cont. & traffic d	Fred E. Walker, pmm Theodore Kilmer, ce Joseph A. Ayares, nd	Thes. AP RCA

VINELAND

WWBZ 1946	1360 1,000 DA-N	Community Bcstg. Service, Inc. 633 Wood St. 7-1360	Gill-Keefe & Perna Kennedy	Joseph M. Bullock, p Fred M. Wood, g, pmm & fd	John Serra, cm Dorothy H. Carlson, pd	Charles Hughes, ce Ed Fisher, sd	Wld. UP Col.

WILDWOOD

WCMC 1951	1230 100	Francis J. Matrangola Spicer & Susquehanna Aves. 2-7751		Francis J. Matrangola, o & gm George M. Hart, cm & pd	Carlton S. Owen, ce Charles V. Mathis, nd	Larry Shea, sd Kay Dougherty, wd	Cap. AP G

ZAREPHATH

•WAWZ 1931	1380 5,000 DA-2 S-WBNX	Pillar of Fire Zarephath Bound Brook 9-0102		Arthur K. White, gm	Donald J. Wolfram, pd	Nathaniel Wilson, ce	

NEW MEXICO

ALAMOGORDO

KALG 1950	1230 250	William Wayne Phelps P. O. Box 268 311	MBS, Intermt.	Wayne Phelps, o, gm, pd, pmm & nd	Bob Hoffman, cm & sd	Harry Albers, ce	Thes. UP G.

ALBUQUERQUE

KDEF (CP)	1280 1,000-D	Frank Quinn					
KGGM 1927	610 5,000-DA-N	N. Mex. Bcstg. Co. P. O. Box 1294 Kimo Bldg. 3-4543	CBS Weed	A. R. Hebenstreit, p Bob Van Driel, pd Leonard Dodds, ce	Vergie Abeyta, traffic m & wd	Richard Colman, sd	Wld. AP, UP RCA
KOAT 1946	1240 250	Alvarado Bcstg. Co. 122 Tulane Dr. SE 5-7501	ABC Rambeau	Herbert Wimberly, p A. M. Cadwell, vp & gm	Richard Gregory, cm Kenneth Ferril, pd & sm Donald Delaney, ce	William H. Carman, sup. e Phil Eakins, sd Virginia Sears, wd	Assoc. L-W UP Ray.
KOB 1920	770 SSA 50,000-D 25,000-N	Albuquerque Bcstg. Co. 234 Fifth St. SW 3-4411	NBC Branham	Wayne Coy, co-o, p & gm J. I. Meyerson, sm & cm Rolf Neilsen, pd	George S. Johnson, ce Bob Watson, pmm	Charlie Teas, sd Tom Doyle, nd	SES. AP, INS RCA
KOB-TV 1948		Albuquerque Bcstg. Co. 234 Fifth St. SW		(For full information see TELECASTING Yearbook)			
KVER 1947	1340 250	KVER Bcstg. Co. 317 N. Broadway P. O. Box 1388 3-1744	MBS, Intermt. Avery-Knodel, Natl. Time Sls.	Helen A. Price, p Bert Arnold, vp & gm Morton L. Payne, cm	Lowell T. Christison, pd Wilfred Smith, ce	Sue Little, pmm Jack Moran, sd	Thes. AP G.

In Atlantic City

9 OUT OF 10
FAMILIES IN
ATLANTIC COUNTY
LISTEN TO
WOND
(Advertest April)

The
WONDerful
MUSIC STATION
Brings Sensational Results
John Struckell, General Manager

NEWS EVERY HOUR
GOOD
MUSIC AND SPORTS

DON RICH, NEW YORK REPRESENTATIVE, SUITE 903, 1564 BROADWAY, JUDSON 6-5547

NEW MEXICO—(Continued)

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ARTESIA							
KSVP 1946	1450 250 (CP) 990 250-N 1,000-LS	Artesia Bcstg. Co. 1450 S. Roselawn **650**	MBS, KBS	Martin Yates III, p Dave Button, gm & cm	Ronald Austin, ce Lucille Smith, traffic m	Goldie Goldstein, nd Bill Keys, sd	.... UP G.
CARLSBAD							
KAVE 1936	1240 250	Carlsbad Bcstg. Corp. 601 N. Canal St.	CBS, Southwest Taylor	Val Lawrence, p Norman R. Loose, gm Alexander Pitcaithley, pd	Richard Doyle, assist. m	Harland Nifong, ce Hudley Crockett, sd	.... AP G.
KPBM 1950	740 1,000-D	Coronado Bcstg. Co. 313 W. Mermod **5-5373**	.... McGillvra	Maurice F. McEvoy, p & gm	Darrell A. Swayze, cm	Vic Daley, ce	L-W AP G.
CLAYTON							
KLMX 1949	1450 250	Ari-Ne-Mex Bcstg. P. O. Box 7 616	....	Arthur Jernigan, p Ethan K. Stevens, vp H. E. Beckner, secy-treas.	Franklin E. Vale, gm, pd & pmm, nd, fd & sd	Robert D. Waters, ce Dorothy Alexander, wd	Thes. UP G.
CLOVIS							
KCLV 1952	1240 250	New-Tex Bcstg. 2112 Thornton St. 4401	ABC Pearson	Wallace Simpson, p & gm Joe Collins, cm & sd Hank Harral, pd & nd	Clayton Fuchs, ce Opal Garret, pmm	Rudy Gaston, fd Cathrine Bomar, wd	Cap. UP G.
KICA 1931	980 1,000-DA-N	Hugh DeWitt Landis & R. B. McAlister 520 Pile St. 5511	MBS, Intermt.	DeWitt Landis, p & gm C. O. Kendrick, cm	Harold Cook, pd & sd Vernon Hughes, ce	Jim Vinall, nd	Assoc., Wld. AP RCA
FARMINGTON							
KVBC 1952	1240 250	Valley Bcstg. Co. 604 S. Miller Ave. 789	KBS Clark	Marvin Bowles, p, g & cm	Ann Wynn, p & wd		L-W UP RCA
GALLUP							
KGAK 1946	1230 250	Thunderbird Bcstg. Co. East of Gallup 1300	KBS McGillvra	Merle H. Tucker, p & gm G. H. McKinnon, cm	Robert E. Adamson, ce & nd	Herb Schultz, sd	L-W UP ....
HOBBS							
KWEW 1938	1490 250	KWEW Inc. P. O. Box 787 3-3137	MBS, KBS Southwest Taylor	Theresa Whitmore, p Harry McAdams, gm & sd Phil McGee, cm	Dorotha Montgomery, pd Roy Evans, ce Layne Hungerford, nd	Gil Haugen, fd Pamela Clark, wd	L-W, Mac. UP RCA
LAS CRUCES							
KOBE 1947	1450 250	Mesilla Valley Bcstg. Co. 902 N. Main St. 1121	MBS, Intermt. Best	C. L. Knight, p Lydia S. Sleppy, gm & wd Robert O. Bradley, cm	Howard Maudlin, ce, sd Billee Toles, pmm Bruce Pedersen, nd	Cecil Herrell, fd	.... UP Col.
LAS VEGAS							
KFUN 1941	1230 250	Southwest Bcstrs. Inc. P. O. Box 710 12	MBS, Intermt. Best	E. N. Thwaites, p, g & cm	Dorothy G. Thwaites, pd & wd	A. F. Shultz, ce	St. UP G.
LOS ALAMOS							
KRSN 1949	1490 250	Alvarado Bcstg. Co. Inc. Community Center 2-4422	ABC Rambeau	Herbert W. Wimberly, p A. M. Caldwell, gm Robert Y. Porton, cm	William Spack Jr., pd & nd John Lockhart, ce	Jack McCormick, sd Marian Ostrom, wd	Assoc. UP RCA
LOVINGTON							
KLEA (CP)	1050 250-D	Prosperity Land Bcstg. Co. 1700 S. Main St. 2146	.... Melville	David R. Worley, p & gm Gilbert Haugen, cm, pmm & sd Bobby Stone, pd & nd	John Fuselier, ce	Lynne Woolard, wd	St. AP Col.
PORTALES							
KENM 1950	1450 250	Plains Bcstg. Co. Inc. 600	....	Theresa Whitmore, p Harry McAdams, vp W. E. Whitmore, sec. & treas.	G. F. Roberts, gm Ed Fitzpatrick, cm	William McCreery, sd & ce Patsy McCreery, wd	L-W, Mac. UP G.
RATON							
KRTN 1948	1490 250	Southwest Bcstrs. Inc. Box 767 875	MBS, Intermt. Best	E. N. Thwaites, p & gm	Stanley K. Brown, sm, cm, pd & pmm	A. F. Shultz, ce	St. UP G.
ROSWELL							
KBIM (CP)	910 1,000-D	Theo Rozzell & Wm. Paul Brown					
KGFL 1927	1400 250	KGFL Inc. 310 N. Richardson 2000	MBS, Intermt., Southwest Taylor	Theresa Whitmore, p & gm G. F. Roberts, cm Almarie Oldfield, pd	Lucien Lindsey, pmm E. C. Rader, ce W. E. Whitmore Jr., secy-treas.	Jud Roberts, sd Lorraine Hewes, wd	L-W, Wld. UP G
KSWS 1947	1230 250	John A. Barnett 4th & Richardson Sts. 2400	ABC McGillvra	John A. Barnett, o Jack Shafer, cm & sd	Mary L. Jones, pd, fd & wd	Ray Summersgill, ce Owen Moore, pmm	Assoc. AP Ray.
SANTA FE							
KTRC 1946	1400 250	J. Gibbs & Bayne Spring 210 E. Marcy St. 3-6335	ABC Rambeau	J. Gibbs Spring, co-o, & cm Hugh M. Gray, g & pmm	Bayne Spring, pd	Acton Tillery, ce Claire Tremaine, wd	Assoc. UP RCA
KVSF 1935	1260 1,000	Santa Fe Bcstg. Co. 759 Cerrillos Rd. 3-7319	CBS Weed	A. R. Hebenstreit, p Ivan R. Head, g, & cm, & sd	Arleen Davy, asst. m. & wd	Dick Herriott, pd, pmm & nd E. J. Vanderwood, ce	Wld. AP, UP WE
SILVER CITY							
KSIL 1946	1340 250	Southwest New Mexico Broadcast Corp. 17th & Cactus Sts. 612	CBS, KBS, Southwest Taylor	Carl Dunbar, p & gm James H. Duncan, vp, sm & nd.	Priscilla C. Duncan, wd & traffice m	Harry Hausman Smith, ce	.... AP Ray.
TRUTH OR CONSEQUENCES							
KCHS 1946	1400 250	Sierra Bcstg. Co. Inc. 401 Broadway Box 351 161	KBS Continental	Len Trainer, co-o Beaulah Gemoets, co-o Russell A. Walz, gm, nd & fd	Dean Robinson, cm Peggy Flynn, pd & wd	Sam Bradley, ce & sd	Cap. UP G.
TUCUMCARI							
KTNM 1941	1400 250	Quay County Bcstg. Co. E. Gaynell 100	MBS, Intermt.	Loyd Hawkins, co-o & gm Dick Fox cm	Jack Crandall, pd	Mrs. Millard Murphy, nd	.... UP GE

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NEW YORK

ALBANY							
WABY 1934	1400 250	Eastern N.Y. Bcstg. Co. 80 Braintree St. 2-3353	Rambeau	David Kyle, p Edward L. Trudeau, gm Alix Blake, cm	Toni Brady, pd & wd Bill Pope, pmm & sd	Tom Stapleton, ce Ernest Davis, nd	.... UP Col.
WOKO 1925	1460 5,000	Gov. Dongan Bcstg. Corp. 136 State St. 3-6638	Union McGillvra	Col. Jim Healey, p & gm James I. Walsh, cm F. Christopher Panny, pd	Al Sardi, ce Paul Dennis, pmm Paul Howard, nd	Johnny Lawrence, sd Trudy Lane, wd	.... AP Col.
WPTR 1948	1540 50,000 DA-1	Patroon Bcstg. Co., Inc. Hotel Ten Eyck 5-3345	Empire State Weed	J. Myer Schine, p O. R. Bellamy, g & cm H. W. Maschmeier, pd & pmm	W. Russell David, Sr., ce Roger Stevens, nd	George Miller, sd Jane-Ann Diekman, wd	Wld., SES, Assoc. AP, INS GE
WROW 1947	590 5,000-D 1,000-N-DA-2	Hudson Valley Bcstg. Co., Inc. 112 State St. 3-2225	MBS Bolling	Dr. John J. Quinlan, p Harry L. Goldman, gm Harry Littler, c & pmm	Johnny Lee, sm Charles Heisler, ce Arnold Freedman, n & fd	Tom Ryan, sd Elaine Drooz, wd	Thes. UP RCA
WROW-FM *1948*	*Chan. 230 (B)* *93.9mc* *2.1kw*						.... *GE*
•WRTV (TV) (CP)		U. of State of New York State Education Dept. Albany, N. Y.		(For full information see TELECASTING Yearbook)			
WXKW 1948	850 10,000 DA-1	Champlain Valley Bcstg. Corp. 444 Broadway 6-7676	ABC Katz	Stephen R. Rintoul, p & gm George Wetmore, dir. of opers. Eugene J. FitzPatrick, cm	Walter C. Neals, pd Walter J. Maxwell, pmm Paul C. Krutz, ce	Jack Barrett, nd Sherb Herrick, sd Betty Parry, wd	Cap. UP RCA
AMSTERDAM							
WCSS 1948	1490 250	Community Service Bcstg. Corp. Upper Locust Ave. 4000	McGillvra	Frederick C. Aber, Jr., p Alex Sherwood, gm Raymond V. Mahoney, cm	Raymond Cheney, pd Guy Rauer, ce	John Page, sd	Wld. UP Col.
AUBURN							
WMBO 1927	1340 250	WMBO, Inc. 141 Genesee St. 2-3511	MBS Clark	Wm. O. Dapping, p Frederick L. Keese, g & cm	Robert Morgan, pd, pmm & sd	Herbert House, ce	Wld., SES AP RCA
WMBO-FM *1949*	*Chan. 241 (B)* *96.1mc* *18kw*						.... *GE*
BATAVIA							
WBTA 1941	1490 250	Batavia Bcstg. Corp. 90 Main St. 715	MBS	E. R. Gamble, p & gm Charles Snow, cm Harry Mason, pd	Fred Callendar, ce Bill Stokes, pmm Bill Brown, nd	Jim Gerrety, sd Jan Danielson, wd	Wld., L-W AP RCA
BINGHAMPTON (Endicott)							
WENE 1947	1430 5,000 DA-1	Ottaway Stations, Inc. 909 E. Main St. 5-3351	ABC Radio Reps.	James H. Ottaway, p Stephen W. Ryder, sm Francis H. Brinkley, mgng. d	Norman Flynn, cm Harold E. Graves, pd, pmm, s & wd	Sheldon W. Weyland, ce Harold Hancock, n & fd	Assoc. UP G
BINGHAMTON							
WINR 1946	680 1,000-D 500-N DA-2	Southern Tier Radio Service Inc. Court House Square 4-4318	NBC Hollingbery	Donald W. Kramer, p George J. O'Connor, gm	H. R. Nicholson, slm Charles Bishara, pd & pmm Adelbert A. Kelley, ce	Jan Costley, nd Bob Cullings, sd	L-W UP Col.
WKOP 1947	1360 1,000-D 500-N DA-N	The Binghamton Bcstrs. Inc. 34 Chenango St. 2-3437	MBS Burn-Smith	Andrew Jarema, p & gm Samuel Hanshaw, cm Wallace Buman, pd & fd	Charles Hallinan, ce Frank Dolan, nd	Edwin Crawford, sd Cecelia Roland, wd	Wld. AP Ray.
WKOP-FM	*Ch. 237 (B)* *95.3 mc* *42 kw*						
WNBF 1927	1290 5,000 DA-N	Clark Associates, Inc. P. O. Box 48 2-3461	CBS Bolling	John C. Clark, p L. L. Rogers, treas. C. D. Mastin, gm S. N. Heslop, cm	E. M. Scala, pd E. R. McCloskey, pmm L. H. Stantz, ce	Sam Page, fd Wm. Pryor, sd Sara Burbank, wd	Thes. UP WH
WNBF-TV				(For full information see TELECASTING Yearbook)			
•WQTV (TV) (CP)		U. of State of N. Y. State Education Dept. Albany, N. Y.		(For full information see TELECASTING Yearbook)			

WINR

1ST . . . ON THE DIAL
. . . IN LOCAL SALES
. . . IN COMMUNITY SERVICE
. . . IN LOCAL NEWS
. . . IN RESULTS

1,000 WATTS ON 680

SERVING SOUTHERN NEW YORK AND NORTHERN PENNSYLVANIA

NBC AFFILIATE

IN BINGHAMTON, N. Y.

GEORGE P. HOLLINGBERY, NATIONAL REPRESENTATIVES

XUM

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, New Service Transmitte
BRISTOL CENTER							
WVBT(FM) *1948*	*Chan. 238 (B)* *95.1mc* *5.4kw*	*Rural Radio Network* *306 E. State St.* *Ithaca, N. Y.* *4-6357*	*Gill, Keefe, Perna*	*Donald K. DeNeuf, gm* *Geo. B. Holland, Jr., controller*	*Merrill N. Knapp, pd* *Thomas R. Humphrey, ce*	*H. Stillwell Brown, slm*	Assoc. UP GE
BROOKLYN							
*WBBR 1924	1330 5,000 DA-1 ST-WEVD, WHAZ	Watchtower Bible & Tract Society, Inc. 124 Columbia Heights Main 5-1240		N. H. Knorr, p H. D. Kelly, gm	A. M. Cora, pd & nd R. H. Leffler, ce	J. Rainbow, fd Verda Hauenstein, wd	Assoc. INS RCA
BUFFALO							
WBEN 1930	930 5,000 DA-N	WBEN, Inc. Hotel Statler Mohawk 0930	NBC Christal	Edward H. Butler, p Alfred H. Kirchhofer, vp Frank W. Kelly, sm C. E. Daly, cm	W. Robert Rich, pd Joseph A. Haeffner, pmm Ralph J. Kingsley, ce Richard Burke, nd	Joe Wesp, fd Ralph Hubbell, sd Sally Work, wd	Thes., L-W AP, UP, INS RCA
WBEN-FM *1946*	*Chan. 293 (A)* *106.5mc* *105kw*						
WBEN-TV 1948		WBEN, Inc. Hotel Statler	(For full information see TELECASTING Yearbook)				
WBNY 1935	1400 250	Roy L. Albertson 485 Main St. Mohawk 1400		Roy L. Albertson, p			
WBNY-FM *1947*	*Chan. 225 (B)* *92.9mc* *48kw*						
WEBR 1924	970 5,000 DA-1	WEBR, Inc. 23 North St. Lincoln 7133	MBS Katz	William Conners, III, p Bill Doerr, gm Carl Kirchhofer, cm	Bill Schweitzer, pd & pmm Frank Ridgeway, ce David Leopold, asst gm	Clare Allen, nd Charlie Bailey, sd	Assoc. AP, UP, INS WE
WGR 1922	550 5,000 DA-N	WGR Bcstg. Corp. Rand Bldg. Washington 3100	CBS Free & Peters	Leo J. Fitzpatrick, chmn. of bd. I. R. Lounsberry, p & gm F. Robert Greene, natl. slm. Nat Cohen, loc. slm.	Robert J. Strigl, pd R. H. McPherson, pmm Karl B. Hoffman, ce	David Getman, fd Bill Mazer, sd Regina Keaton, wd Allan Lewis, nd	.... UP ....
WKBW 1925	1520 50,000 DA-1	WKBW, Inc. 1430 Main Grant 5101	ABC Avery-Knodel	Clinton H. Churchill, p & gm Roger M. Baker, vp Alfred E. Anscombe, lcl slm	Leroy Fiedler, ce Hugh Shannon, nd	Walley Wagoner, fd Helen Neville, wd	Wld. UP WH
*WTVF-TV (CP)		U. of State of New York State Dept. of Education Albany, N. Y.	(For full information see TELECASTING Yearbook)				
WWOL 1947	1120 1,000-D	Greater Erie Bcstg. 315 Main St. Mohawk 1200	Forjoe	Leon Wyszatycki, p Ted Wyszatycki, gm Jack Greenfield, c & pmm	Joe Rico, pd Frank Saj, ce	Frank Fredrics, n & sd Trudy Peeples, wd	.... UP, INS ....
WWOL-FM *1948*	*Chan. 291 (B)* *104.1mc* *7.7kw*						.... GE
WXRA 1948	1080 1,000-D	Western N.Y. Bcstg. Co. Amherst 1160	Rambeau	T. Podbielniak, ptnr., g & cm E. R. Sanders, ptnr James J. Frieling, pd	Burton W. Flanders, pmm Roger Fleming, ce Jack McLean, nd	Chuck Burr, sd Hughene Bartlett, wd	Assoc. AP, UP Col.
WXRC(FM) *1949*	*Chan. 277 (B)* *103.3mc* *4.6kw*	*(WXRA, AM affiliate)*					
........(TV) (CP)		Chautauqua Bcst. Corp 797 Seneca St.	(For full information see TELECASTING Yearbook)				
........(TV) (CP)		Buffalo-Niagara Television Corp.	(For full information see TELECASTING Yearbook)				
CHERRY VALLEY							
WVCV(FM) *1948*	*Chan. 270 (B)* *101.9mc* *5.4kw*	*Rural Radio Network* *306 E. State St.* *Ithaca, N. Y.* *4-6357*	*Rural, Radio* *Gill, Keefe, Perna*	*Donald K. deNeuf, gm* *Geo. B. Holland, Jr., controller*	*Merrill M. Knapp, pd* *Thomas R. Humphrey, ce*	*H. Stilwell Brown, slm*	*Assoc.* *UP* *GE*
CORNING							
WCBA 1949	1350 1,000-D	Wellsboro Corning Bcst. Advertisers, Inc. Pine St. at Erie Ave. 65451	McGillvra	Paul L. Carpenter, p, g & cm Robert J. Vrzal, bus. m & pd	Charles Charnesky, ce Johnny Johnston, sd	Elaine Lawrence, wd	Wld. UP G
WCLI 1950	1450 250	Elmira-Corning Bcstg. Corp. 114 Walnut St. 6-4651	ABC Meeker	E. S. Underhill, Jr., p Walter Valerius, gm Jordon Jenkins, c & sm	George P. Droelle, Jr., pd & sd Allen N. Bell, ce	Richard Tobias, nd Joan Purcell, wd	St. AP G
WCLI-FM *1947*	*Chan. 291 (B)* *106.1mc* *4.2kw*						
CORTLAND							
WKRT 1947	920 1,000-D 500-N DA-N	Radio Cortland, Inc. 27 N. Main St. 2990	Gill, Keefe & Perna	Leighton A. Hope, p William L. Thompson, g & cm William J. Griffiths, pd & sd	William Barron, ce Herbert Koster, nd	Jack Oranch, fd Alan Milair, wd	L-W, St. UP GE
WKRT-FM *1947*	*Chan. 260 (A)* *99.9mc* *14kw*						
DE RUYTER							
WVCN (FM) *1948*	*Chan. 286 (B)* *105.1mc* *5.4kw*	*Rural Radio Network* *306 E. State St.* *Ithaca, N. Y.* *4-6357*	*Rural Radio* *Gill, Keefe, Perna*	*Donald K. deNeuf, gm* *Geo. B. Holland, controller*	*Merrill N. Knapp, pd* *Thomas R. Humphrey, ce*	*H. Stillwell Brown, slm*	*Assoc.* *UP* *GE*
DUNKIRK							
WFCB 1949	1410 500 DA-2	Dunkirk Bcstg. Corp. 316 Main St. 7756	Walker	Alois A. Schmidt, p, gm & nd Bernard P. Goodrich, cm Robert W. Gifford, pd	Roger M. Waite, secy. & off. m George H. Smith, ce	Van C. Miller, f & sd Ruth E. O'Connor, wd	L-W, Wld. Thes. UP Ray.

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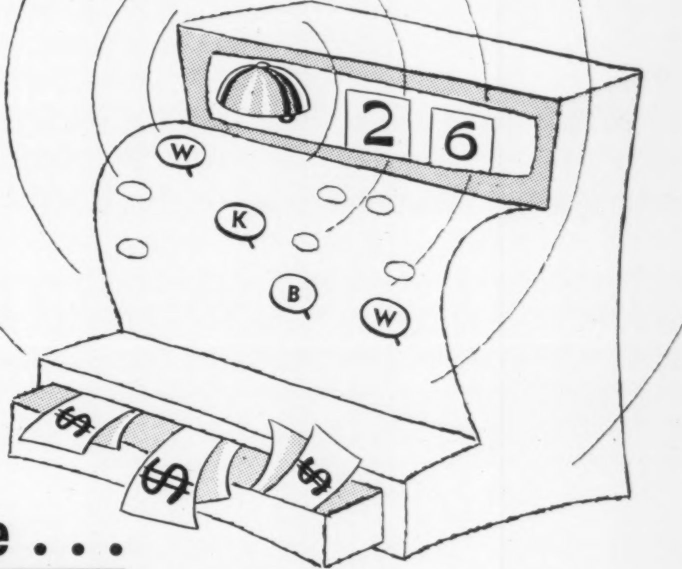
SATURATION

SELLS GOODS

IN BUFFALO and WESTERN NEW YORK



Pitch your sales message . . .

. . . NOT once a week; NOT five times a week . . .

BUT 26 TIMES A WEEK!

adjacent to newscasts

WKBW

offers alert advertisers SATURATION!

The most successful advertising technique is "Telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it. Call Avery-Knodel or WKBW.

WKBW

offers you MORE THAN TWICE AS MANY LISTENERS FOR YOUR DOLLAR!

No matter what your yardstick is for buying radio time . . . Nielsen . . . Pulse . . . coverage maps . . . or special local surveys, you'll find a WKBW SATURATION CAMPAIGN gives you MORE THAN TWICE AS MANY LISTENERS for your advertising dollar. That's why your sales results will be MORE THAN TWICE AS GOOD! For details on this and other WKBW saturation campaigns call Avery-Knodel or WKBW.

50,000 WATTS
AVERY-KNODEL, INC.
National Representatives

WKBW

BUFFALO'S MOST POWERFUL STATION

BASIC ABC
CLINTON H. CHURCHILL
Founder, President
and General Manager

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			ransc. Li ary, New Service ransmitte
ELMIRA							
WTVE(TV) (CP)		Elmira Television Co. % Sayles & Evans 415 E. Water St.		(For full information see TELECASTING Yearbook)			
WELM 1947	1400 250	Elmira-Corning Bcstg. Corp. 222 E. Market St. 2-1400	CBS Meeker	E. S. Underhill, Jr., p Walter A. Valerius, gm Ross Beatty, cm & sd	Kenneth Powell, pd Allen N. Bell, ce	Gordon M. Ridenour, nd Edna Bartlett, wd	Thes. AP Ray.
WENY 1939	1230 250	Elmira Star-Gazette, Inc. Mark Twain Hotel 5181	MBS, NBC McKinney	Frank E. Gannett, p Dale L. Taylor, gm Phil Cameron, cm	Ted Hodge, pd Thurlow A. Greene, ce	Bill Pope, sd Connie Ellis, wd	L-W AP RCA
ENDICOTT							
WENE 1947	1430 5,000 DA-1	(See Binghamton, N.Y. listing)					
FREEPORT							
WGBB 1924	1240 100	Harry H. Carman 44 S. Grove St. 9-1400		Harry H. Carman, p, gm & ce Murray C. Evans, cm	Ada Cheesman, pd Herbert Clock, pmm	John Frogge, nd Byron Engiander, sd	L-W AP Col.
FULTON							
WOSC 1949	1300 1,000-D	Cassill Radio Corp. Hotel Pontiac Oswego, N. Y. Oswego 3088	KBS Devney	A. L. Richardson, p, g & pmm	J. S. Burgess, cm, pd & sd	Robt. Blair, ce	Thes. UP GE
GENEVA							
WGVA 1947	1240 250	Star Bcstg. Co., Inc. Geneva Fed. Savings Bldg. 6691	ABC Cooke	M. R. Forman, p Thomas L. Brown, vp, g & cm	Alex Lamutis, pd & nd R. Carleton Greene, ce	Wilson Swasey, sd	L-W AP Col.
GLENS FALLS							
WWSC 1946	1450 250	Great Northern Radio Inc. 13 Warren St. 2-6518	ABC Union Rambeau	Martin R. Karig, II, p, g & cm Carl Mattison, pd Robert Krieger, pmm	Joseph Thomas, ce Victor Wiley, nd	Harry Fischer, fd Shel Nulty, sd	Thes. AP G
GLOVERSVILLE							
WENT 1947	1340 250	Sacandaga Bcstg. Corp. 8 W. Fulton St. 4-7175	CBS Gill, Keefe, Perna	George Bissell, p Jack Charles, g & cm	Robert Dingman, pd & nd Richard J. Stewart, ce	Tony Niemczyk, sd Vicki Kirk, wd	Thes. UP Col.
HEMPSTEAD							
WHLI 1947	1100 250-D	FM Bcstg. Corp. 245 Baldwin Rd. 2-8000	Rambeau	Paul Godofsky, p & gm Jos. A. Lenn, vp & cm M. N. Godofsky, pmm & wd	Jerry Carr, pd & nd Frank Knaack, vp & ce	H. Campbell, fd Geo. Ball, sd	Wld., Thes. Assoc. UP Col., RCA
WHLI-FM ***1947***	*Chan.* ***252*** *(A)* *98.3mc* *1kw*						.... *Fed.*
HORNELL							
WLEA 1951	1480 1,000-D	Hornell Bcstg. Corp. P. O. Box 60 1420	MBS, KBS Gill, Keefe, Perna	Maxwell V. McCarthy, p & gm Michael Ryan, pd & pmm G. W. Stridstone, ce	Bruce Jackson, nd Don Jones, fd	Art Lochner, sd Roberta, wd	Cap. UP G
WWHG 1949	1320 1,000-D	W. H. Greenhow Co. 85 Canisteo St. 2000	McGillvra	Louis G. Buisch, o & gm Sheffield Davis, cm Edward Spoo, pd	Donald J. Curran, s, pmm & fd James Gram, ce	Ed Murphy, n & sd Marion Gale, wd	Thes., Wld AP GE
WWHG-FM ***1946***	*Chan. 287 (B)* *105.3mc* *8.3kw*						

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BROADCASTING • TELECASTING'S

new

NEW YORK OFFICES

444 madison avenue

ROOM 1903 – PLAZA 5-8354

WASHINGTON HEADQUARTERS
870 NATIONAL PRESS BLDG.

CHICAGO
360 N. Michigan Ave.

HOLLYWOOD
Taft Bldg., Hollywood & Vine

TORONTO
417 Harbour Commission

HUDSON							
WHUC 1947	1230 250	The Colgren Bcstg. Co. Union Turnpike 8-3341	KBS McGillvra	John F. Kearney, ptnr & gm Robert P. Strakos, ptnr. & cm James Cranna, pd	Charles Weiler, ce James Courtice, nd	Charles Ogren, fd Louis Pierro, sd	Wld. UP Col.
HUNTINGTON							
WGSM 1951	740 1,000-D	Huntington-Montauk Bcstg. Co., Inc. 379 N. Y. Ave. 4-6740		Edward J. Fitzgerald, o, g & cm Byron T. Sammis, p Walter Neiman, pd	Don MacLachlen, pmm William Naramore, ce Tom Whittaker, nd	Dave Rosehill, f & sd Gwen Jones, wd	Wld., Thes. UP G
ITHACA							
WHCU 1921	870 1,000 L-WWL	Cornell University Sav. Bank Bldg. 46301	CBS	Michael R. Hanna, gm Earl S. Cobey, cm Joseph Short, asst. m	Sam Woodside, asst. m, nd & sd Norman Hoffman, ce	Louis W. Kaiser, fd Gertrude Grover, wd	Assoc. UP Ray.
WHCU-FM 1947	*Chan. 247 (B)* *97.3mc* *40kw*						*WE*
JAMESTOWN							
WJOC 1948	1340 250	Air Waves, Inc. 415 W. 4th St. 5-108	MBS, KBS Gill, Keefe, Perna	Harold P. Kane, p, o, gm, & pmm William P. Osmer, cm William M. Winn, pd	Burton O. Waterman, ce John F. O'Keeffe, Jr., nd Ned McGrath, fd	Jerry Lawson, sd Catherine L. Erickson, wd	.... AP WE
WJTN 1936	1240 250	James Bcstg. Co. Hotel Jamestown Bldg. 7-151	ABC Rambeau	Jay E. Mason, p Simon Goldman, g, c & pmm George Fleeger, pd	Harold J. Kratzert, ce Jess E. Price, nd Robert S. Webster, fd	Max Robinson, sd Connie Samuelson, wd	Assoc., Mac. UP G
WJTN-FM 1947	*Chan. 227 (B)* *93.3mc* *9.3kw*						*GE*
KINGSTON							
WKNY 1939	1490 250	Kingston Bcstg. Corp. 601 Broadway 4500	MBS Meeker	Joseph K. Close, p Robert M. Peebles, g & cm Charles B. Scovil, pd	Richard McCarthy, pmm & sd Ernest T. Robarge, ce Robert Browning, nd	Edw. R. Eckert, fd Dorothy A. Narel, wd	Wld. UP RCA
LIBERTY							
WVOS 1947	1240 250	Sullivan County Bcstg. Corp. 1680		S. D. Lubin, p & gm H. G. Borwick, cm & pd	K. Foster, ce W. Orr, sd	P. Bergin, wd	.... UP WE
LITTLE FALLS							
WLFH 1952	1230 100	Rock City Bcstrs. 339 S. Second St. 654	MBS	Arthur Feldman, p Robert Earle, gm & pmm Tracy W. Cole, cm & pd	Edward Dumas, ce James E. Duke, n & sd	Doc Grann, fd Harriet Walker, wd	.... AP WE
LOCKPORT							
WUSJ 1949	1340 250	Union Sun & Journal, Inc. 320 Michigan St. 3-5944	Gill, Keefe, Perna	Egbert D. Corson, p John R. Gelzer, g & cm	Tommy Jolls, pd & fd Anthony Farina, ce	Bob Federspiel, sd Joanne Taylor, wd	Wld. AP GE
MALONE							
WICY 1946	1490 250	North Country Bcstg. Co., Inc. 65 Woodward St. 187	MBS, KBS Indie Sales	Mitchell C. Tackley, p & gm Alice M. Tackley, cm	Donald J. Paye, pd, pmm & fd Adolf Stromer, ce	John Flynn, n & sd Grey Gundermann, wd	Cap. UP G

the WHLI long island story TO DELIVER **LONG ISLAND'S** MAJOR MARKET . . .

YOU NEED **W H L I**

SPECIALIZED LOCAL PROGRAMMING: **Large local news bureau . . . National Award-Winning public service shows . . . Block programming of good music . . . Many local services.**

BIG AUDIENCE AT LOWEST COST: **In Long Island's Nassau County, WHLI is First by Far in audience and advertiser acceptance . . . Nassau County where more than 900,000 spend more than $800,000,000, in retail sales. WHLI delivers Long Island for as little as 27¢ per 1000 homes.**

MORE PEOPLE LISTEN TO WHLI DURING THE DAY IN THE MAJOR LONG ISLAND MARKET THAN TO ANY OTHER STATION . . . .

REPRESENTED BY RAMBEAU

BIG BONUS COVERAGE

(Nassau, Parts of Suffolk, Queens, Brooklyn)

Population	**2,304,567**
Net Income	**$4,140,000,000**
Retail Sales	**$2,071,000,000**

DATA SOURCES: Conlan Survey, 1952, Sales Management Survey, 1952, L. I. Lighting Co. Population Study.

WHLI

AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND, N. Y.
PAUL GODOFSKY, President

the voice of long island

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
MASSENA							
WMSA 1945	1340 250	The Brockway Co. Central Bldg. 990	ABC Weed	John B. Johnson, p Louis Saiff, Jr., gm	Thomas R. McHugh, s & cm James H. Nash, pd	Michael Tarkulich, ce Dan Burgess, fd	Assoc. UP Tem.
WMSA-FM *1948*	*Chan. 287 (B)* *105.3mc* *13kw*						*RCA*
MIDDLETOWN							
WALL 1942	1340 250	Community Bcstg. 26 North St. 3119		James M. Patt, p & gm William Swanwick, cm Jerry Wax, pd	Charles B. Lissner, ce Albert Larson, nd	Harold Shively, fd Joe Ryan, sd	Thes. AP G
NEWBURGH							
WGNY 1933	1220 1,000-D	Orange County Bcstg. 161 Broadway 4600		George W. Bingham, p Mabel S. Meurer, secy.-treas. Joseph W. Rake, cm & fd	John J. Kuhn, pd Harold Lane, pmm & sd	Marvin S. Seimes, ce Wm. Forrest, nd	St. UP WE
NEW ROCHELLE							
WGNR 1950	1460 500-D	New Rochelle Bcstg. Service, Inc. 524 North Ave. 6-1460		Julian H. Gins, p & gm			
WGNR-FM *1948*	*Chan. 228 (A)* *93.5mc* *1kw*						
NEW YORK							
WABD(TV) 1944		Allen B. DuMont Labs. Inc. 515 Madison Ave.	(For full information see TELECASTING Yearbook)				
WABF(FM) *1942*	*Chan. 253 (B)* *99.5mc* *18kw*	*Metropolitan Bcstg. & Television, Inc.* *645 Madison Ave.* *Templeton 8-5400*		Ira A. Hirschmann, p			
WBNX 1927	1380 5,000 DA-1 ST-WAWZ	WBNX Bcstg. Co., Inc. 260 East 161st St. Melrose 5-0333		A. L. Haskell, p Wm. I. Moore, vp, g & cm	Edward Betchley, asst. cm Edward Ervin, pd	Frank Johnson, pd	SES. AP WE
WCBS 1924	880 50,000	Columbia Bcstg. System 485 Madison Ave. Plaza 5-2000	CBS CBS Radio Spot Sales	Frank Stanton, (CBS) p Carl Ward, gm William F. Miller, slm	Sam Slate, pd Donald Foley, pmm J. D. Gilbert, ce	D. G. Graham, d of prog. prod. & pub. affairs Richard L. Stahlberger, asst. pmm Mike Campbell, sls. service m	Cap. AP, UP, INS Fed.
WCBS-FM *1941*	*Chan. 266 (B)* *101.1mc* *1.5kw*						*WH*
WCBS-TV 1941		Columbia Bcstg. System, Inc. 485 Madison Ave.	(For full information see TELECASTING Yearbook)				
WEVD 1927	1330 5.000 DA-2 ST-WBBR, WHAZ	Debs Memorial Radio Fund, Inc. 117 W. 46th St. Plaza 7-0880		A. Held, p Henry Greenfield, g & cm	George Field, pd	Charles W. Brown, ce	.... AP RCA

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TEST

YIELDS

PROOF

Year after year the foremost national and local advertisers of a large variety of quality products continue to use the facilities of WEVD to reach the Jewish population in the New York Metropolitan area.

They have tested and found proof of the vast buying power represented by the more than 600,000 families with a population approximating 3,000,000, who come within the radius of influence of the Yiddish spoken and written word.

Distinctive adult programming in the two dominant languages (English, Jewish) and a loyal responsive audience are the WEVD combination which national and local advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

All AM Programs are Broadcast on FM
Without Extra Charge

SEND FOR A COPY OF

"WHO'S WHO ON WEVD"

HENRY GREENFIELD, MANAGING DIRECTOR

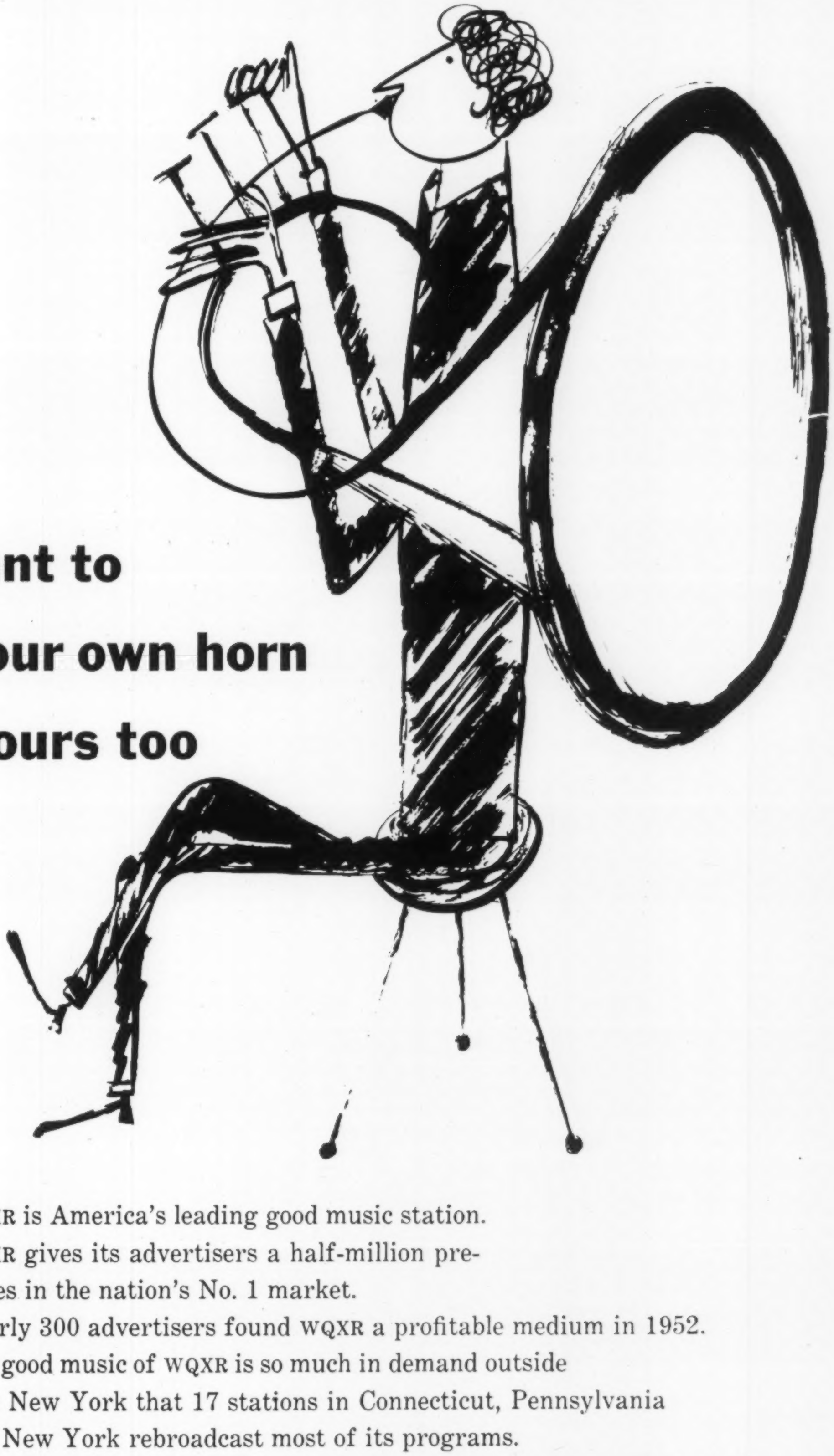
WEVD—117-119 West 46th Street, New York 19, N. Y.

WEVD

AM
1330 K.C.
5 K.W.

•

FM
107.5
20 K.W.



we want to blow our own horn and yours too

1 . . . WQXR is America's leading good music station.

2 . . . WQXR gives its advertisers a half-million pre-selected homes in the nation's No. 1 market.

3 . . . Nearly 300 advertisers found WQXR a profitable medium in 1952.

4 . . . The good music of WQXR is so much in demand outside Metropolitan New York that 17 stations in Connecticut, Pennsylvania and up-state New York rebroadcast most of its programs.

There's more to brag about—let us tell you how WQXR can blow your horn too.

WQXR *1560 on AM Dial—96.3 on FM Dial*
The Radio Station of The New York Times

"always the best in music"

229 West 43rd Street • New York 36, New York • LAckawanna 4-1100

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
NEW YORK	**(Cont'd)**						
WEVD-FM *1951*	*Chan. 298 (B)* *107.5mc* *20kw*						
WGHF(FM) *1946*	*Chan. 270 (B)* *101.9mc* *10.3kw*	*WGHF Inc.* *10 E. 40th St.* *Lexington 2-4927*		*W. G. H. Finch, o & p*	*Gordon Myers, vp & gm*	*Fred Parsons, pd*	*SES* *UP* *WE*
*WGTV(TV) (CP)		U. State of New York State Dept. of Education Albany, N. Y.	(For full information see TELECASTING Yearbook)				
WHOM 1930	1480 5,000	Atlantic Bcstg. Co. Inc. 136 W. 52nd St. Circle 6-3900		Fortune Pope, p Charles Baltin, vp & slm	Ralph Costantino, pd	George Steiger, ce	UP WE
WHOM-FM *1951*	*Chan. 222 (B)* *92.3mc* *11kw*						*GE*
WINS 1931	1010 50,000 DA-1	Crosley Bcstg. Corp. 28 W. 44th St. Bryant 9-6000	WLW Sales Office	Robert E. Dunville, p Ward L. Quaal, vp Harry Folts, gm Joe Besch, asst. gm Harry Kirwan, cm	Robert Criar, pd Richard Winters, publ. d Harold Deutsch, pmm Paul Von Kunits, ce	John Bosman, nd Jack Lightcap, sd Josephine Halpin, wd	SES., Assoc. UP, INS Cros.
WJZ 1921	770 50,000	American Bcstg. Co. Inc. 30 Rockefeller Plaza Susquehanna 7-5000	ABC Petry	Robert E. Kintner, (ABC) p Hartley L. Samuels, gm Michael A. Renault, cm Arthur Donegan, publ. d	William Berns, pd Phil Bernstein, pmm William Trevarthen, ce	John W. Pacey, d of pub. affairs Thomas Velotta, nd Phil Alampi, fd	AP, INS RCA
WJZ-FM *1948*	*Chan. 238 (B)* *95.5mc* *1.5kw*						*GE*
WJZ-TV 1948		American Bcstg. Co., Inc. 7 W. 66th St. Susquehanna 7-5000	(For full information see TELECASTING Yearbook)				
WLIB 1942	1190 1,000-D L-WOWO	New Bcstg. Co. 207 E. 30th St. Oregon 9-2720	Forjoe	Morris Novik, p Harry Novik, gm Nathan M. Rudich, pd	John Bubbers, ce Mitchell Jablons, pmm & nd	Joe Bostic, sd Ruth Ellington James, wd	AP RCA
WMCA 1925	570 5,000 DA-1	WMCA, Inc. 1657 Broadway Circle 6-2200	AM Radio Sales	Nathan Straus, p M. M. Fleischl, vp & gm John J. McSweeney, slm	Leon Goldstein, vp, nd & pd William H. Youry, II, sls. prom. d	James McCafferty, ce Helen S. Straus, wd	Wld. AP RCA
WMGM 1922	1050 50,000 DA-1	Marcus Loew Booking Agency 711 Fifth Ave. Murray Hill 8-1000		Bertram Lebhar, Jr., d Frank Roehrenbeck, gm Art Tolchin, slm	Raymond Katz, pd Jo Ranson, publ. d	Paul Fuelling, ce Nat Ash, sd	AP, UP WE
WMGM-FM *1942*	*Chan. 262 (B)* *100.3mc* *18kw*						

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WHOM

EFFECTIVELY REACHES NEW YORK'S HUGE SPECIALIZED MARKETS WITH MILLIONS OF IMPRESSIONS AT A FEW CENTS A THOUSAND! ! !

WHOM

AM-FM

"THE IL PROGRESSO STATION"

136 West 52nd Street New York 19, N. Y.

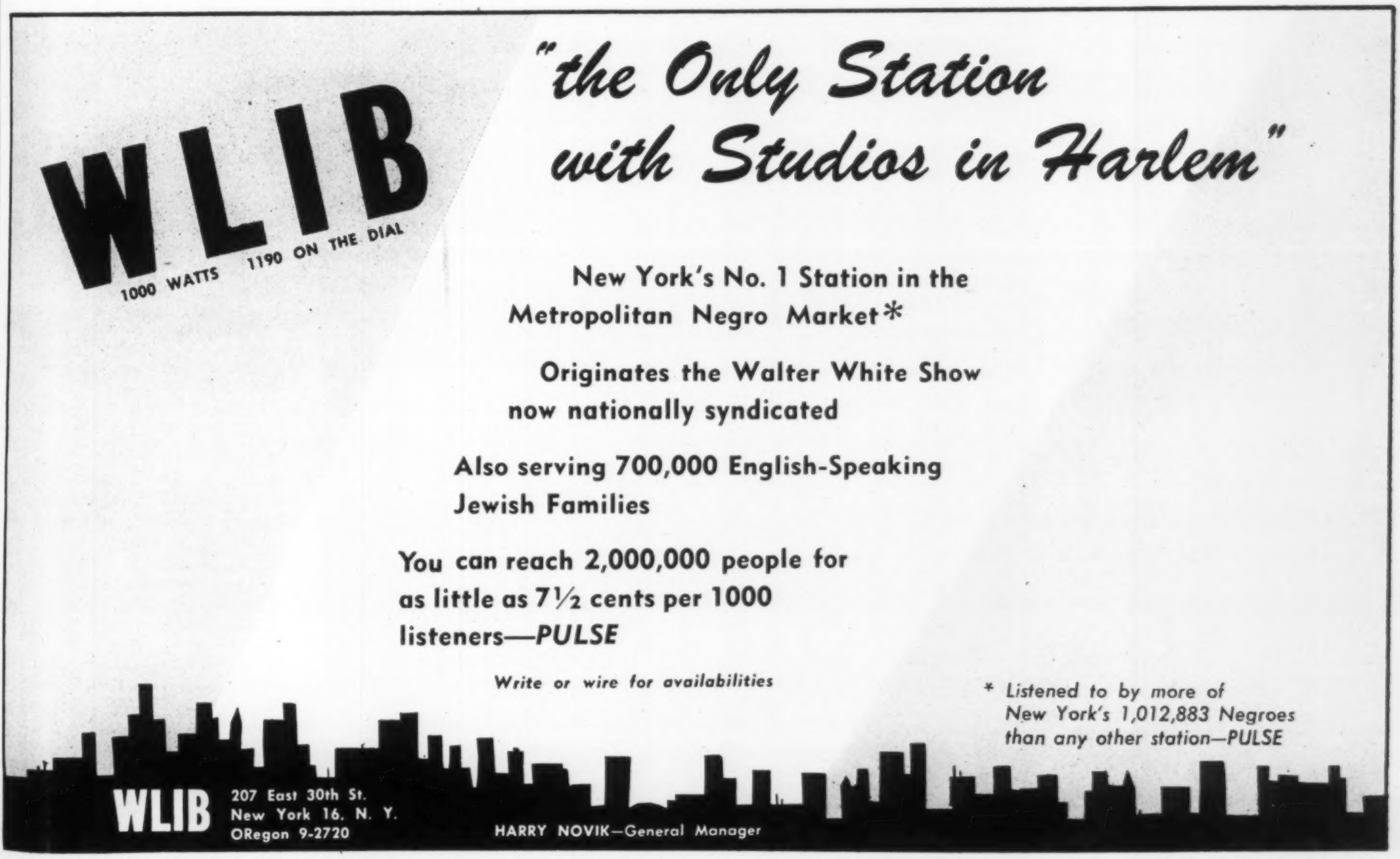
WNBC 1922	660 50,000 DA-1	National Bcstg. Co. 30 Rockefeller Plaza Circle 7-8300	NBC NBC Spot	Joseph H. McConnell (NBC) p Ted Cott, gm Richard Pack, cm	Steve White, pd Jay Smollin, pmm Frank Fitzgerald, asst gm	O. B. Hanson (NBC) ce Phil Dean, pub. d Thomas Phelan, ce	Thes. AP, UP, INS RCA
WNBC-FM *1944*	*Chan. 246 (B)* *97.1mc* *1.1kw*						
WNBT(TV) 1939		National Bcstg. Co. 30 Rockefeller Plaza		(For full information see TELECASTING Yearbook)			
WNEW 1934	1130 50,000-D 10,000-N DA-N CP: 50,000 DA-N	WNEW, Inc. 565 Fifth Ave. Plaza 3-3300	Blair	William Cherry, p Bernice Judis, evp & gm Ira M. Herbert, vp & sls. d	William Kaland, pd Max Weiner, ce Kenneth Klein, pmm	John Jaeger, nd Max Kase, sd	.... WH
WNYC 1924	830 1,000 DA-2 L-WCCO	City of New York 2500 Municipal Bldg. Whitehall 3-3600		Vincent R. Impellitteri, Mayor, NYC Seymour N. Siegel, d Bernard Buck, pd	Al Levin, pmm William H. Pitkin, ce	Monroe Benton, nd Peter Gravina, wd	SES. AP, UP ....
WNYC-FM *1943*	*Chan. 230 (B)* *93.9mc* *18kw*						
WOR 1922	710 50,000 DA-1	General Teleradio Inc. 1440 Broadway Longacre 4-8000	MBS H-R Reps.	William H. Fineshriber, evp William Crawford, cm Julius F. Seebach, pd	E. M. Johnson, vp chg. of eng'g. Robert A. Schmid, vp chg. of adv. Robert Sullivan, pmm	Francis X. Zuzulo, pub. rel. d James S. Tyler, adv. d Harold M. Coulter, prom. d	Assoc. AP, UP WE
WOR-FM *1941*	*Chan. 254 (B)* *98.7mc* *3.4kw*						*GE*
WOR-TV 1949		General Teleradio Inc. 1440 Broadway Longacre 4-8000		(For full information see TELECASTING Yearbook)			
WOV 1926	1280 5,000 DA-1 ST-WHBI	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Pearson	Richard O'Dea, p Ralph N. Weil, evp & gm Joseph N. Curl, cm	Arnold Hartley, vp & pd Emile Hill, ce Carroll B. Forbes, pmm	Thomas Morgan, nd Ruth Thompson, publ. d	St., Mac AP
WPIX (TV) 1948		WPIX, Inc. 220 E. 42nd St.		(For full information see TELECASTING Yearbook)			
WQXR 1936	1560 10,000	Interstate Bcstg. Co. 229 W. 43rd St. Lackawanna 4-1100	Raymer	Arthur Hays Sulzberger, p Elliott M. Sanger, evp Julius Ochs Adler, vp	Norman S. McGee, vp sls Eleanor N. Sanger, pd Louis J. Kleinklaus, ce	James E. Kovach, sm Eleanore P. Hurley, d press info.	Assoc., SES ....
WQXR-FM *1939*	*Chan. 242 (B)* *96.3mc* *11kw*						
WWRL 1926	1600 5,000 DA-1	Long Island Bcstg. 41-30 58th St. Woodside Newtown 9-3300		William F. Reuman, p Edith Dick, sm	Selvin Donneson, slm Fred Barr, prog. m & nd	Benton R. Bartlett, ce Jocko Maxwell, sd	Assoc. AP WE

NIAGARA FALLS

WHLD 1940	1270 5,000-D DA	The Niagara Falls Gazette Publishing Co. Hotel Niagara 8421	MBS Headley-Reed	Earl C. Hull, vp & gm Richard G. Robbins, cm	Tony Allen, pd Robert J. Wilson, ce	Raymond J. Sweeney, nd John Ruta, sd	Assoc.,Wld., St. UP Ray.
WHLD-FM *1946*	*Chan. 253 (B)* *98.5mc* *46kw*						*Fed.*
WJJL 1947	1440 1,000-D	John J. Laux 129 Main St. 5796	Grant	John J. Laux, p Thomas W. Talbot, g & cm Skip Letcher, pd	Gus Czaplack, ce George Lorenz, pmm Jim Thompson, nd & sd	Lou Schriver, fd Grace Greenberg, wd	.... UP G

NORWICH

WCHN 1952	970 500-D	Radio Norwich, Inc. 14 S. Broad St. 4-2218		William J. Hall, p & gm	William A. Bush, ce	Wes Adams, nd Eve Dennehy, wd	UP G


"the Only Station with Studios in Harlem"

WLIB
1000 WATTS 1190 ON THE DIAL

New York's No. 1 Station in the Metropolitan Negro Market*

Originates the Walter White Show now nationally syndicated

Also serving 700,000 English-Speaking Jewish Families

You can reach 2,000,000 people for as little as 7½ cents per 1000 listeners—*PULSE*

Write or wire for availabilities

** Listened to by more of New York's 1,012,883 Negroes than any other station—PULSE*

WLIB
207 East 30th St.
New York 16, N. Y.
ORegon 9-2720

HARRY NOVIK—General Manager

XUM

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
OGDENSBURG							
WSLB 1952	1400 250	St. Lawrence Bcstg. Corp. 2315 Knox St. 500	MBS, KBS	Joseph R. Brandy, p & cm Harold J. Frank, secy-treas. Hal Gilman, pd	Ellsworth Hall, ce Ben Turnbull, pmm Jolly Bergeron, nd	Frank Mason, sd Flo Beach Rowe, wd	UP RCA
WSLB-FM *1948*	*Chan. 291 (B)* *106.1mc* *13.7kw*						*Fed.*
OLEAN							
WHDL 1928	1450 250	WHDL Inc. 3219 W. State Rd. 4149	ABC Everett-McKinney	E. B. Fitzpatrick, p John R. Henzel, gm	James F. Hastings, cm Donald W. Merriman, pd & sd	Otis L. Atherton, ce Robert C. Norman, fd	Assoc. AP Col.
WHDL-FM *1949*	*Chan. 239 (B)* *95.7mc* *43kw*						*WH*
ONEONTA							
WDOS 1947	1400 250	Ottaway Stations, Inc. Chestnut & West Sts. 2470	MBS Radio Reps.	James H. Ottaway, p Francis H. Brinkley, mgng. d Ernest F. Oliver, sm	Howard Atwell, pd & nd Lee Hickling, pmm & fd Wiley Bates, ce	Sandy Squires, sd Esther Walling, wd	Assoc. UP GE
OYSTER BAY							
WKBS 1948	1520 250-D	The Key Bcstg. System, Inc. 6-2500		R. Lee Hollingsworth, p, gm & ce			Mac. UP G.
PATCHOGUE							
WALK 1952	1370 500-D	Suffolk Bcstg. Corp. P. O. Box 230 408		Nils E. Segerdahl, p & gm W. K. Macy, Jr., vp & cm Jack Ellsworth, pd	George Chandler, ce Douglas L. Way, nd Leon Fremault, fd	Arnold Lewis, sd Ailene Sybil, wd	Assoc., Cap. AP G
WALK-FM *1952*	*Chan. 278 (B)* *97.5mc* *15kw*						
WPAC 1951	1580 250-D	Patchogue Bcstg. Co., Inc. 2 E. Main St. 4600		Lee Morrison, p, g & cm Herbert Morrison, oper. m Stan Allan, pd & sd	Morton Morrison, ce Dick Hodkin, pmm Bob Holmes, nd	Bill Hanson, fd Marion Tappe, wd	Wld. UP G
PEEKSKILL							
WLNA 1948	1420 1,000-D	Highland Bcstg. Corp. Radio Terrace 7-2454		Peter C. Houskeeper, p & ce Irving E. Cottrell, gm & pd	Francis V. Lough, cm & pmm	San D'Onofrio, nd & sd	Wld., SES UP Ray.
PLATTSBURG							
WEAV 1935	960 1,000 DA-2	Plattsburg Bcstg. Corp. 153 Margaret St. 1600	ABC Gill, Keefe & Perna	George F. Bissell, p & gm Jan King, cm	Lawrence Lapanne, ce	John Clute, fd	L-W UP Col.
WIRY 1950	1340 250	Clinton County Bcstg. 301-03 Cornelia St. 2800	MBS, KBS Grant	Joel H. Scheier, p, gm & cm Betty Kraus, pd & wd	Martin D. Mannix, pmm & nd John M. Nazak, ce	Chet. Bosworth, fd & sd	Assoc. AP G
PORT JERVIS							
WDLC (CP)	1490 100	Port Jervis Bcstg. Co.					
POUGHKEEPSIE							
WEOK 1949	1390 1,000-D	Mid-Hudson Bcstrs. Inc 385 Main St. 8300	Everett-McKinney	Arthur J. Barry, Jr., p & gm Richard Craus, pd	John Burke, ce George Tomlinson, nd	William Robinson, fd	Thes. UP RCA
WEOK-TV (CP)		Mid-Hudson Bcstrs. Inc. 385 Main St. 8300	(For full information see TELECASTING Yearbook)				
WHVA(FM) *1947*	*Chan. 284 (B)* *104.7mc* *2.3kw*	*Rural Radio Network* *306 E. State St.* *Ithaca, N. Y.* *4-6357*	*Rural Radio* *Gill, Keefe, Perna*	*Donald K. deNeuf, gm* *Geo. B. Holland, controller*	*Merrill N. Knapp, pd* *Thomas R. Humphrey, ce*	*H. Stillwell Brown, slm*	*Assoc.* *UP* *GE*
WKIP 1940	1450 250	Dutchess County Bcstg. Corp. Nelson House 6800	ABC	George W. Bingham, p Richard A. Dwelley, cm John J. Kuhn, pd & pmm	Mabel S. Maurer, secy.-treas. Marvin S. Seimes, ce	Jack Cutler, nd & sd Wm. Sutherland, fd	Assoc. AP RCA

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1000 W **WEAV** 960 KC

250 W **WENT** 1340 KC

PLATTSBURG, N. Y.

SELLS THE RICH CHAMPLAIN VALLEY INCLUDING RICH CLINTON, ESSEX AND FRANKLIN COUNTIES

* ***a fast growing, fertile market for your product's sales***

* ***a natural test market***

Retail Sales Almost Tripled in 10 Years

GLOVERSVILLE-JOHNSTOWN, N. Y.

The 'Local' and 'Most Popular' Station

THROUGHOUT RICH FULTON AND MONTGOMERY COUNTIES

Consistently WENT has dominated the listening in Gloversville-Johnstown and throughout the surrounding area.

Throughout the week, far more families in the Gloversville-Johnstown area listen to WENT. To sell more of your product, your sales messages must be heard by the largest audiences available . . . that makes WENT a natural for your sales messages beamed to the prosperous families throughout this rich, 2-county market.

WENT means consistently high listenership, and best results for WENT advertisers. WENT can sell the rich Gloversville-Johnstown area for you.

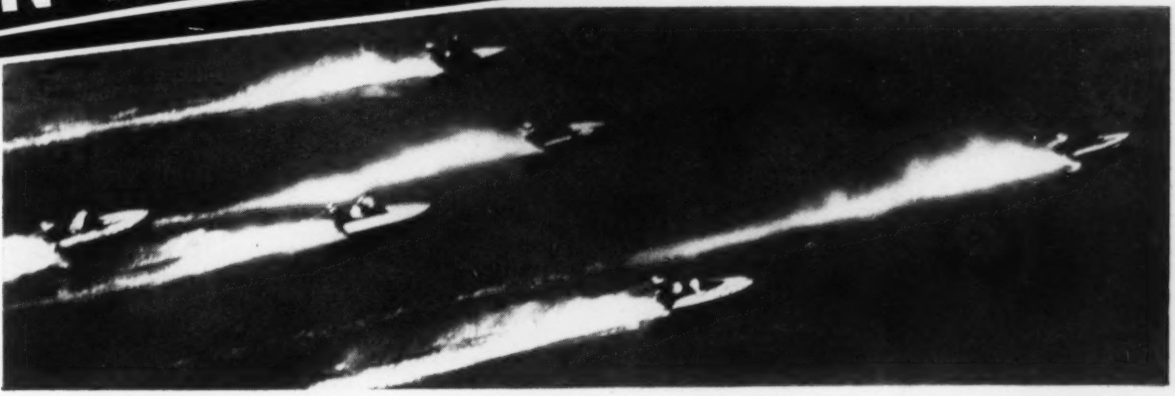
WEAV ABC PLATTSBURG, NEW YORK

GILL-KEEFE & PERNA, INC.
National Representative

CBS GLOVERSVILLE, JOHNSTOWN **WENT**

.... FIRST BY LENGTHS!

.... IN ROCHESTER!



IN ROCHESTER 432 weekly quarter hour periods are Pulse surveyed and rated. Here's the latest score, —

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS	254	147	22	2	0	0
TIES	7	5	1	1	0	0

BUY WHERE THEY'RE LISTENING: —

★ WHEC carries ALL of the "top ten" daytime shows!

—•—

WHEC carries nine of the "top ten" evening shows!

WHEC has consistently led in Rochester audience ratings since they were first inaugurated in 1943.

—•—

Material in this advertisement is from the latest Pulse report before closing.

CBS

WHEC

MEMBER GANNETT RADIO GROUP

of Rochester

NEW YORK

5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. *New York, Chicago,* LEE F. O'CONNELL CO., *Los Angeles, San Francisco*

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Tra c. Librar News Se vice Tran mitter
ROCHESTER							
WARC 1947	950 1,000 DA-2	WARC Inc. Sheraton Hotel Hamilton 8920	ABC Raymer	Samuel W. Townsend, p & gm Ralph Wallace, cm Edward L. Merritt, Jr. pd, nd & fd	Michael Anzalone, ce Bebe Grau, pmm	Carl Chamberlain, sd Blanche S. Scott, wd	AP
WHAM 1922	1180 50,000	Stromberg-Carlson Co. 201 Humboldt St. Culver 7240	NBC Hollingbery	William Fay, vp & gm John W. Kennedy, Jr., gen. slm. Arthur W. Kelly, slm	Charles W. Siverson, pd Sylvester Novelli, asst. pd Kenneth J. Gardner, d of engrg.	Armin Bender, pmm David E. Kessler, nd George Haefner, fd	WI UP WH
WHAM-TV		Stromberg-Carlson Co. 201 Humboldt St.		(For full information see TELECASTING Yearbook)			
WHFM(FM) *1939*	*Chan. 255 (B)* *98.9mc* *20kw*	*(WHAM, AM affiliate)*					*WI*
WHEC 1925	1460 5,000 DA-N	WHEC, Inc. 40 Franklin St. Baker 6740	CBS Everett-McKinney	Frank E. Gannett, p Clarence Wheeler, evp Gunnar O. Wiig, gm	William J. Adams, pd, pmm & wd Bernard C. O'Brien, ce	Ralph Knox, nd & fd L. H. MacMillan, prod. d & sd	SES AP WE
WRNY 1947	680 250-D	Rochester Bcstg. Co. Inc. 191 East Ave. Hamilton 9775		George B. Kelly, p	W. E. Huff, gm, cm & pd	Leo Halpin, ce	AP Ray.
WRNY-FM *1948*	*Chan. 250 (B)* *97.7mc* *7.7kw*						*GE*
*WROH(TV) (CP)		U. of State of New York State Dept. of Education Albany, N. Y.		(For full information see TELECASTING Yearbook)			
WSAY 1936	1370 1,000 DA-1 (CP 5,000 DA-N)	Federal Bcstg. System, Inc. 328 E. Main St. Baker 4870	Walker	Gordon P. Brown, p & gm	John Hill, sta. d & pd		INS RCA
WVET 1947	1280 5,000 DA-N	Veterans Bcstg. Co. Inc. 17 Clinton Ave. S. Hamilton 4820	MBS Bolling	Ervin F. Lyke, p, gm & ce Elmer J. Walz, cm Paul C. Louther, pd	Arthur M. Murrellwright, pmm David Roberts, nd & fd	Ed Edwards, sd Robert Trebor, wd	Assoc. UP Col.
ROME							
WKAL 1946	1450 250	Copper City Bcstg. Corp. 3616	MBS Cooke	Myron J. Kallet, p Charles King, gm Joseph C. Trela, cm	Louis Barile, pd James Delaney, ce John Louther, pmm	Malcolm Alama, nd George Bolton, fd Philip Tosti, sd	L-W UP Col.
SARANAC LAKE							
WNBZ 1927	1450 250	Upstate Bcstg. Corp 88 Main St. 1320	ABC Rambeau	Jacques DeMattos, p, gm & cm Thomas Day, evp Jeanne M. DeMattos, secy.-treas.	H. Berwind Williams, ce A. C. Bagdasarian, nd	John Garwood, sd	L-W AP RCA
SARATOGA SPRINGS							
WSPN (CP)	900 250-D	Spa Bcstrs. Inc. 71 West Ave. Slate Hill Middletown 94-2661		Richard O'Connor, o & gm	Henry Worthing, ce		Tem.
SCHENECTADY							
WBCA(FM) *1941*	*Chan. 266 (B)* *101.1mc* *1.55kw*	*Capitol Bcstg. Co., Inc.* *408 State St.* *3-1423*		*Leonard L. Asch, m*			
WGY 1922	810 50,000	General Electric Co. 1 River Rd. 7-2261	NBC Christal	Chester H. Lang, vp (GE) Robert B. Hanna, Jr., m R. W. Welpott, sm	Robert F. Reid, slm George L. Peck, pmm Albert G. Zink, prog. m	Bernard S. Krause, pdm Willard J. Purcell, engrg. m L. J. Christma, nd	Wld., Thes. AP, UP GE

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WWRL

NEW YORK

Powerfully Selling America's Greatest Market at the Lowest Cost. Tops in New York for

Spanish, German, Czechoslovakian, Greek, Hungarian, Lithuanian, Ukranian, Syrian, Russian, Polish

NEW YORK'S No. 1 STATION FOR AMERICA'S No. 1 NEGRO MARKET

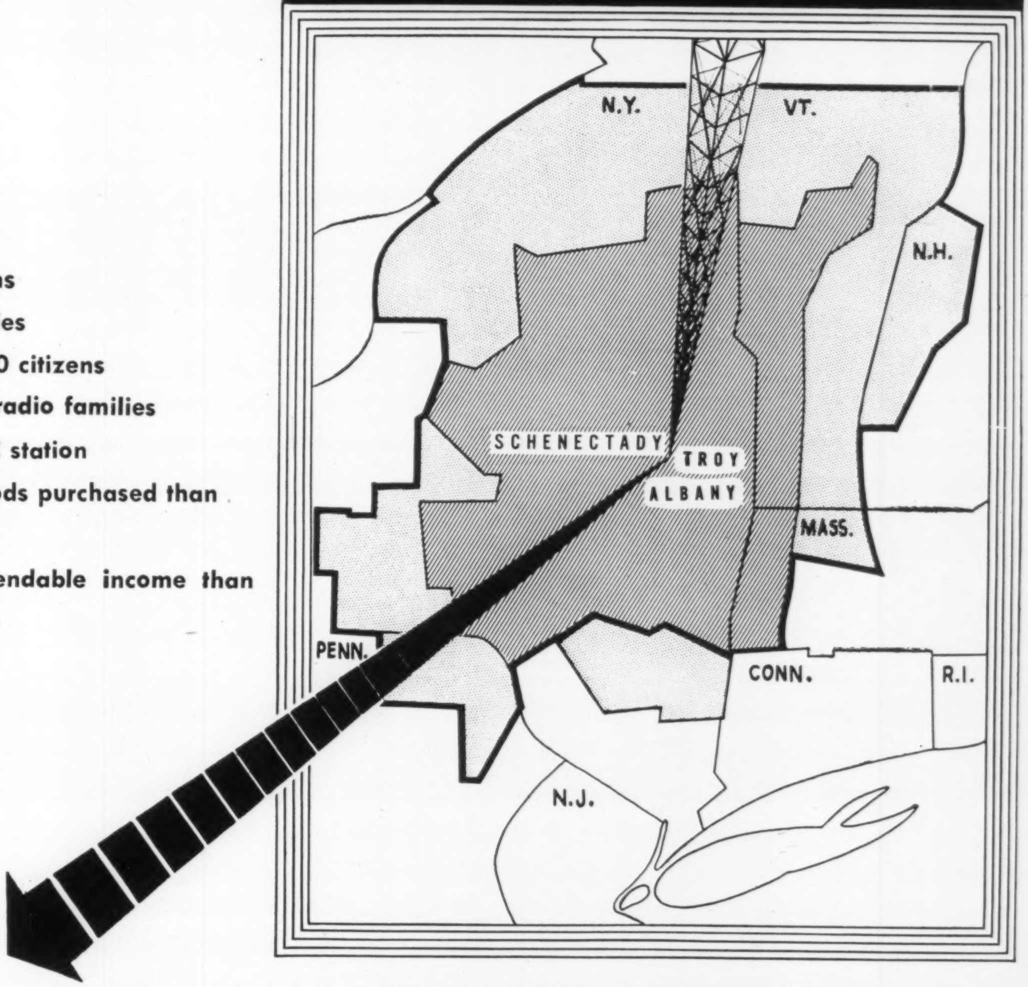
5,000 WATTS

NEwtown 9-3300

ONLY ONE STATION COVERS The SEVENTEENTH STATE*

- 22 cities
- 458 towns
- 53 counties
- 2,846,300 citizens
- 878,130 radio families
- only NBC station
- more goods purchased than 36 states
- more spendable income than 32 states

1.1952 BAB.



*a compact market of 53 counties in Eastern New York and Western New England whose effective buying income is exceeded by only 16 states

WGY

A GENERAL ELECTRIC STATION

THE CAPITAL OF THE 17TH STATE

Studios in Schenectady, N. Y.

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL
NEW YORK — CHICAGO — SAN FRANCISCO

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library News Service Transmitter
SCHENECTADY—(Cont'd)							
*WGEM(FM) _1940_	_Chan. 258 (B)_ _99.5mc_ _6.0kw_	_General Electric Co._ _1 River Rd._ _7-2261_		_(WGY, AM Affiliate)_			
WRGB(TV) 1949		General Electric Co. 1 River Rd.	(For full information see TELECASTING Yearbook)				
WSNY 1942	1240 250	Western Gateway Bcstg. Corp. Plaza Theatre Bldg. 3-3622		Winslow Leighton, p, gm, pd & pmm Thomas Seeley, slm	Irving Beck, ce Thomas Ryan, nd	Stephen Fitz, sd	L-W, SES AP G
SYRACUSE							
WAGE 1941	620 5,000-D 1,000-N DA-N	WAGE, Inc. 511 Loew Bldg. 2-0277	ABC Taylor	Frank G. Revoir, p H. Douglas Johnson, Jr., gm	George D. Drisko, pd Donald F. Langham, ce H. D. Johnson, pmm	Joseph Cummisky, nd Carl Davis, sd Gretchen McCutcheon, wd	St. AP WE
WFBL 1922	1390 5,000 DA-N	Onondage Radio Bcstg. Corp. 433 S. Warren St. 2-1147	CBS Free & Peters	O. F. Soule, p Samuel Woodworth, vp & gm Chas. F. Phillips, vp & cm	Raymond F. Gantter, pd Robert G. Soule, vp & pmm James J. Kelley, ce	Ray Owens, nd Alvin Warner, fd Wm. Thorpe, sd	.... UP WE
WHEN(TV) 1948		Meredith Syracuse TV Corp. 101 Court St.	(For full information see TELECASTING Yearbook)				
*WHTV(TV) (CP)		U. of State of New York State Education Dept. Albany, N. Y.	(For full information see TELECASTING Yearbook)				
WNDR 1947	1260 5,000 DA-N	Syracuse Bcstg. Corp. 306 S. Salina St. 2-6101		Franklin H. Small, vp & cm			
WNDR-FM _1948_	_Chan. 273 (B)_ _102.5mc_ _8.5kw_						
WOLF 1940	1490 250	Civic Bcstg. Corp. Onondaga Hotel 2-7211	Walker	T. S. Marshall, p, gm, cm & pmm Hamilton Woodle, pd & nd	Donald Muir, ce Chas. Shaw, fd	Red Parton, sd	St. AP Col.
WSYR 1922	570 5,000 DA-2	Central N. Y. Bcstg. Corp. Syracuse Kemper Bldg. 3-7111	NBC Headley-Reed	S. I. Newhouse, o E. R. Vadeboncoeur, p & gm W. R. Alford, Jr., d. of sales A. Inman Marshall Jr., slm	W. V. Rothrum, vp & pd Armand D. Belle Isle, vp & ce Caley Augustine, pmm	Fred Hillegas, nd R. F. Doubleday, fd Ernie Cuno, sd	L-W UP RCA
WSYR-FM _1946_	_Chan. 233 (B)_ _94.5mc_ _10kw_						_GE_
WSYR-TV 1950		Central N.Y. Bcstg. Corp. Syracuse Kemper Bldg.	(For full information see TELECASTING Yearbook)				

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WTRY

the

ALBANY-TROY
SCHENECTADY
market

WTRY keeps the lead on the 1952 Hooper.

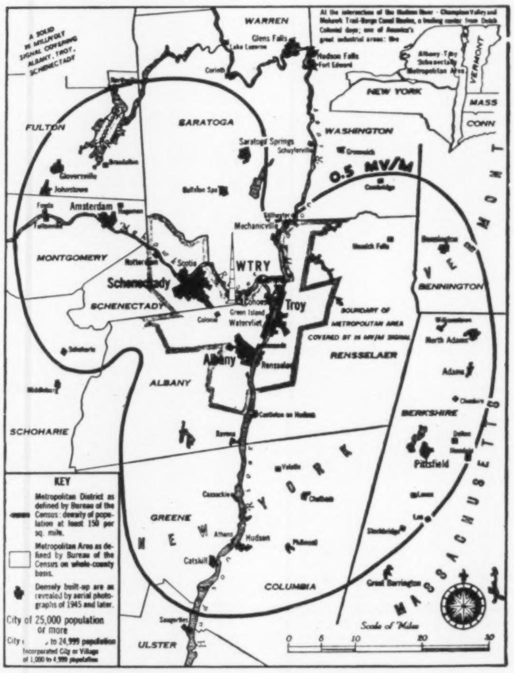
WTRY's rates are half the No. 2 station's.

WTRY is a spectacular "best buy".

CBS

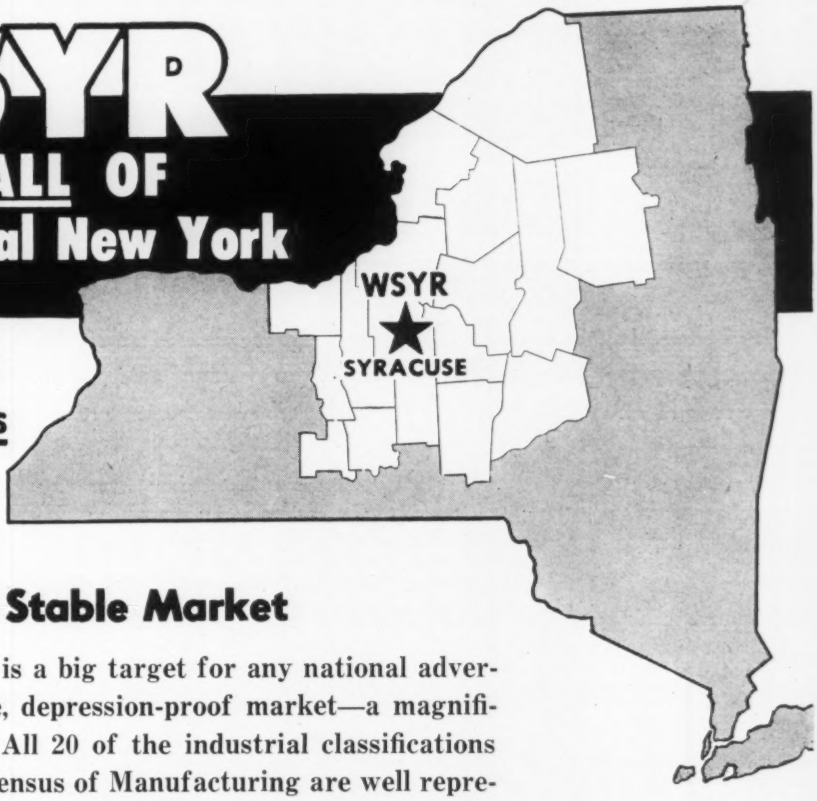
5000 WATTS
980 KC

wraps up and delivers . . .


A SOLID 15 MILLIVOLT SIGNAL COVERING ALBANY, TROY, SCHENECTADY
WARREN
Glens Falls
Lake Luzerne
Corinth
Hudson Falls
Fort Edward
Albany-Troy Schenectady Metropolitan Area
NEW YORK
VERMONT
MASS
CONN
FULTON
SARATOGA
Saratoga Springs
Schuylerville
WASHINGTON
Greenwich
Gloversville
Johnstown
Ballston Spa
0.5 MV/M
Cambridge
Fonda
Amsterdam
Mechanicville
MONTGOMERY
Rotterdam
Scotia
WTRY
Schenectady
SCHENECTADY
Cohoes
Green Island
Troy
Colonie
Watervliet
BOUNDARY OF METROPOLITAN AREA COVERED BY 15 MV/M SIGNAL
Hoosick Falls
Bennington
BENNINGTON
Albany
Rensselaer
RENSSELAER
North Adams
Adams
Schoharie
Middleburg
ALBANY
SCHOHARIE
Castleton on Hudson
BERKSHIRE
Ravena
Pittsfield
Valatie
Chatham
Coxsackie
Lenox
Lee
GREENE
NEW YORK
MASSACHUSETTS
VERMONT
Athens
Hudson
Philmont
Stockbridge
Catskill
COLUMBIA
Great Barrington
Saugerties
ULSTER
KEY
Metropolitan District as defined by Bureau of the Census: density of population at least 150 per sq. mile.
Metropolitan Area as defined by Bureau of the Census on whole-county basis.
Densely built-up areas as revealed by aerial photographs of 1945 and later.
City of 25,000 population or more
City to 24,999 population
Incorporated City or Village of 1,000 to 4,999 population
Scale of Miles
0
5
10
20
30

Represented by Headley-Reed Co.

WSYR
COVERS ALL OF Rich Central New York



BMB Nighttime Audience Families

214,960

A Stable Market

Central New York is a big target for any national advertiser. It is a stable, depression-proof market—a magnificent test market. All 20 of the industrial classifications listed in the U. S. Census of Manufacturing are well represented in the Syracuse metropolitan area. It is also the center of a rich agricultural area.

Distribution Center

Because it is literally the hub of New York State, with five transportation facilities, Syracuse has become a major distribution center. Many large consumer-goods companies have their division offices and warehouses here. Wholesaling is a big-volume business. The 1948 Census of Business shows 739 wholesalers doing an annual volume of $547,000,000 and 147 manufacturers' sales branches with an annual volume of $243,000,000. And there has been a substantial growth since then.

Skilled Labor

One of the factors that has made Syracuse an important manufacturing center is the vast pool of skilled labor available. An enlightened labor-management policy has kept this a peaceful labor area. But Syracuse is not merely an "industrial city." It is a center of higher education; a medical center; a tourist attraction—with people who live primarily in single dwellings—most of which are occupant-owned—who get out occasionally for their recreation but who can be reached in their homes with good radio programs—and sales messages. Syracusans are well off—booming department stores sales (Federal Reserve Board June, 1952 index, 107) are one indication. They are worth your best selling efforts, directed through their radio station—WSYR.

WSYRACUSE
NBC AFFILIATE

WSYR-AM • FM • TV—The Only Complete Broadcast Institution in Central New York

WRITE, WIRE, PHONE OR ASK HEADLEY-REED

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library. News Service Transmitter
TROY							
WFLY(FM) *1948*	*Chan. 222 (B)* *92.3mc* *5.4kw*	*Troy Record Co.* *Hotel Troy* *Ashley 2-7700*	*Rural Radio* *Gill, Keefe, Perna*	*Frank L. York, o & gm* *Robert C. Goodrich, sm*	*Russell B. Wilde, cm* *Don G. Girard, pd*	*Karl H. Schabinger, ce*	*Assoc.* *AP* *GE*
*WHAZ 1922	1330 1,000 ST-WBBR WEVD	Rensselaer Polytechnic Institute 110 8th St. Ashley 2-3000		Livingston W. Houston, p Hiram D. Harris, gm	A. Olin Niles, pd & sd Carl J. Kunz, Jr., ce & nd	Mary M. McKeever, wd	
WTRY 1940	980 5,000 DA-1	Troy Bcstg. Co. Inc. 92 Fourth St. Ashley 4-1100	CBS Headley-Reed	H. C. Wilder, p W. W. Carter, Jr., gm E. M. Sleighel, cm	R. S. English, pd A. H. Chismark, ce John Givney, nd	Roy Shudt, sd Joyce Donovan, wd	Cap. UP RCA
UTICA							
WGAT 1946	1310 1,000-D 500-N DA-N	Central Bcstg. Co. Kellogg Rd. New Hartford, N. Y. 2-9231	Meeker	J. Eric Williams, p & gm C. D. Williams, pd	Jerry Benson, pmm Elbert Bailey, ce	Nick Dardano, nd Lloyd Walsh, sd	AP G
WIBX 1925	950 5,000 DA-1	WIBX, Inc. First Nat'l Bank Bldg. 2-2101	CBS Colton, Clark, Bannan, Biddick	Margaret Bowen Stevens, p & gm Elliott Stewart, evp, sm & pd Nathan W. Cook, cm & pmm	Fred. C. Bowen, slm John T. Dowdell, ce Betty C. Griffin, prod. m	Robert Mahaney, nd Edwin Slusarczyk, fd Ellen T. Burt, wd	Wld. UP RCA
WIBX-FM *1946*	*Chan. 245 (A)* *96.9mc* *9kw*						*GE*
WKTV(TV) 1949		Cooper City Bcstg. Corp. Smith Hill Rd.	(For full information see TELECASTING Yearbook)				
WRUN 1947	1150 5,000-D 1,000-N DA-2	Rome Sentinel Co. 258 Genesee St. 2-5111	ABC Avery-Knodel	Bradley C. Barnard, p Fritz S. Updike, gm Richard A. Clark, cm	Edward N. Stemmler, pd, fd & sd Margaret E. Barnard, pmm George S. Wood, co-ce	C. F. Henry, co-ce Kenneth Thorpe, nd	Assoc. AP RCA
WRUN-FM *1947*	*Chan. 289 (B)* *105.7mc* *4.3kw*						*GE*
WALTON							
WDLA 1951	1270 1,000-D	Delaware County Bcstg. Corp. 1270	Rural Radio	Dr. E. Ogden Bush, p Arthur Kyle, Jr., gm	Ernest C. Winkler, cm Gen Parker, pd	Gene Robinson, ce	UP
WATERTOWN							
WATN 1941	1240 250	Watertown Bcstg. Corp. Trust Co. Bldg. 2424	MBS Devney	G. H. Righter, p, gm, cm, pd, pmm & fd Donald Schryver, co-ce	Frederick Sprague, co-ce	Donald Hopkins, sd	St., Assoc. AP RCA
WWNY 1941	790 1,000 DA-N	The Brockway Co. Hotel Woodruff 4120	CBS Weed	John B. Johnson, p Louis Saiff, Jr., gm & cm	Earl R. Kelly, sm James W. Higgins, asst. sm	Maynard B. Davis, ce	Wld., Assoc. UP RCA
WWNY-FM *1948*	*Chan. 263 (B)* *100.5mc* *14.4kw*						
WWNY-TV (CP)	Brockway Co.	Hotel Woodruff 4120	(For full information see TELECASTING Yearbook)				
WETHERSFIELD							
WFNF(FM) *1948*	*Chan. 299 (B)* *107.7mc* *5.4kw*	*Rural Radio Network* *306 E. State St.* *Ithaca, N. Y.* *4-6357*	*Rural Radio* *Gill, Keefe, Perna*	*Donald K. deNeuf, gm* *Geo. B. Holland, controller*	*Merrill N. Knapp, pd* *Thomas R. Humphrey, ce*	*H. Stillwell Brown, slm*	*Assoc.* *UP* *GE*
WHITE PLAINS							
WFAS 1932	1230 250	Westchester Bcstg. Corp. 8 Church St. 9-6400	Headley-Reed	Valentine E. Macy Jr., p Frank A. Seitz, ce, vp & mgng. d John E. Arens, cm	Randall Kaler, pd	John H. Hade, pmm Lenny Dillon, sd	Assoc., Cap. AP WE
WFAS-FM *1947*	*Chan. 280 (A)* *103.9mc* *1kw*						*REL*

NORTH CAROLINA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations			Transc. Library. News Service Transmitter
AHOSKIE							
WRCS 1948	970 1,000-D	Roanoke-Chowman Bcstg. Co. Inc. P. O. Box 89 333	Dora-Clayton	Charles H. Jenkins, p P. G. Sewell, gm & cm Johnny Palmer, pd & sd	(Mrs.) Emily Harris, pmm J. M. Sherwood Jr., ce Bert Derman, nd	Bob Harrell, fd Elva Creech, wd	Wld. UP Ray.
ALBEMARLE							
WABZ 1947	1010 1,000-D	Radio Station WABZ Inc. Hotel Albemarle 1100	KBS	M. M. Palmer, p W. J. Page, gm C. H. Shankle, cm	Lee W. Kinard, pd	J. D. Brooks, ce	Wld. AP Ray.
ASHEBORO							
WGWR 1947	1260 1,000-D	Asheboro Bcstg. Co. Inc. 303 E. Salisbury St. 2187		Roy Cox, p J. R. Marlow, gm & cm	A. B. Brown, pd, nd & fd Ryan R. Neely, pmm C. C. Penny, ce	Dick Sweeney, sd Dorothy Lewallen, wd	Thes. UP Ray.
WGWR-FM *1949*	*Ch. 222 (B)* *92.3mc* *10kw*						*Ray.*
ASHEVILLE							
WISE 1939	1310 5,000-D 1,000-N-DA-N	WISE Inc. 100 College St. 3-5381	NBC Bolling	Harold H. Thoms, p & gm Loyd B. Leonard, cm Arthur Borgesen, pd	Floye Bowers, pmm & wd John Randolph, ce	Ed Storie, nd & sd	AP Col.
WISE-TV (CP)		WISE Inc. 100 College St. 3-5381	(For full information see TELECASTING Yearbook)				
WLOS 1947	1380 5,000-D 1,000-N-DA-N	Skyway Bcstg. Co. Battery Park Hotel 2-2431	ABC Taylor	Charles B. Britt, evp Charles E. Newcomb, gm George Roesler, cm	Bill Robertson, pd Herbert C. Turner, pmm William M. Chambers, ce	R. Fred Brown, nd & sd Sunny Daye, wd	Wld. UP RCA
WLOS-FM *1947*	*Ch. 282(B)* *104.3mc* *9.2kw*						
WSKY 1947	1230 250	Radio Asheville Inc. 12 Church St. 3-4451	Rambeau	Carl R. Bamford, p Zeb Lee, gm & sd Hal Edwards, cm	Frank Messer, pd & nd James W. Young, pmm	William Clements Jr., ce Harry Varner, fd	AP Ray.

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the magnolias are marvelous but

COLOSSUS OF THE CAROLINAS

...the market is magnificent!

If you've slipped into thinking of the south in terms of magnolia and honeysuckle—take another look at the Carolinas-south. You'll see magnolias but you'll also see industry producing 1/2 of the nation's textiles, 1/3 of its hosiery and 1/7 of its household furniture. And take a long look at Charlotte, Capital of the Carolinas, where a 75-mile radius embraces more people than the same radius of Richmond, Birmingham, Atlanta or New Orleans. Don't be magnolia myopic—get the full Carolinas market story from WBT or CBS Radio Spot Sales.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
ASHEVILLE—(Cont'd)							
WWNC 1927	570 5,000-DA-N	Asheville Citizen-Times Co. 14 O. Henry Ave. 5611	CBS, MBS H-R Reps.	Don S. Elias, p Cecil B. Hoskins, gm	James A. Hagan, slm William F. Melia, pd & nd William H. Hamrick, ce	Tom Knight, sd (Mrs.) Ellen Callahan, wd	Assoc. AP, UP RCA
BOONE							
WATA 1950	1450 250	Wilkes Bcstg. Co. Depot St. 467	MBS	Doris B. Brown, p & gm W. Ralph Tugman, cm Roland B. Potter, secy.-treas.	William R. Craig, pd, nd, fd & sd M. J. Corrington, pmm	Bill Phillips, ce	AP RCA
BREVARD							
WPNF 1950	1240 250	Pisgah Bcstg. Co. Inc. Brevard 3-2611	MBS	Ed M. Anderson, p M. L. Hammette, gm & cm	David Sherrill, pd & nd John Anderson, Jr., pmm William Pascal, ce & sd	Bob Lyons, fd Frances Walker, wd	AP G
BURLINGTON							
WBBB 1941	920 5,000-D	Alamance Bcstg. Co. Inc. 318 S. Main 6-6376	MBS, KBS McGillvra	E. Z. Jones, gm & co-nd Phil Eakin, cm Ed Brooks, pd, fd & co-nd	Ted Hanker, pmm Berry Tysor, ce	Bob Thompson, sd Doris Rickard, wd	Assoc. AP G
WBBB-FM *1946*	*Ch. 267(B)* *101.1mc* *3.8kw*						
WFNS 1946	1150 1,000-D	Burlington Graham Bcstg. Co. 113 W. Andrews St. 4261	Tobacco Dora-Clayton Sears & Ayer	L. E. Neese, p G. C. Starnes, gm Wally Mack, cm	Leon Smith, pd & nd T. H. Mackintosh, pmm Charles Chandler, ce	Lee Cooper, fd Joe Sansone, sd Bob Neimyer, traffic m	Wld. UP WE
WFNS-FM *1946*	*Ch. 230(B)* *93.9mc* *2.85kw*						*Wld.* *UP* *WH*
CHAPEL HILL							
WCHL (CP)	1360 1,000-D	Village Bcstg. Co. c/o L. T. Dark P. O. Box 44 Siler City, N. C.		Roland McClamroch Jr., co-o & gm Roy E. Fullen, co-o & ce	L. T. Dark, co-o	Harold Nall, cm	L-W, SES. AP Col.
CHARLOTTE							
WAYS 1942	610 5,000-D 1,000-N DA-2	Inter-City Advertising Co. of Charlotte, N. C., Inc. 120 E. Third St. 3-7173	ABC Bolling	George W. Dowdy, p James P. Poston, gm J. B. Clark, pd, nd & sd	Kenneth McClure, pmm B. C. Stewart, ce	Gladys Lavitan, wd	L-W, SES. UP Col.
WAYS-FM *1947*	*Ch. 299(B)* *107.7mc* *2kw*						*UP* *Fed.*
WBT 1922	1110 50,000 DA-N	Jefferson Standard Bcstg. Co. Wilder Bldg. 3-8833	CBS CBS Radio Sales	Joseph M. Bryan, p Chas. H. Crutchfield, vp & gm Larry Walker, vp & asst. gm	Bill Melson, act. pd Robert Covington, asst. vp of sls & pm Wallace J. Jorgenson, natl, slm M. J. Minor, ce	Kenneth Tredwell, asst. vp prog. & publ. rel. Lee Kirby, sd Grady Cole, fd Jack Knell, nd C. K. Spicer, bus. m	Assoc., Wld AP, UP RCA
WBT-FM *1947*	*Ch. 260(B)* *99.9mc* *56kw*						*REL.*
WBTV (TV) 1949		Jefferson Standard Bcstg. Co. Wilder Bldg. 3-8833		(For full information see TELECASTING Yearbook)			
WGIV 1947	1600 1,000-D	Charlotte Radio & Television Corp. 3229 S. Blvd. 2-6669 & 5-4829	Forjoe	Francis M. Fitzgerald, p & gm Henry G. Grad, cm Charles E. Friar, pd & pmm	Sam K. Lineberger, ce Julian Barber, nd Alonzo Squires, fd	Eric C. Dehlin, sd Frances Crowell, wd	Cap. AP GE
WIST 1952	930 5,000-D 1,000-N-DA-N	The Bcstg. Co. of the South 104 Liberty Life Bldg. 6-3511	MBS Free & Peters	B. Calhoun Hipp, p Guy Vaughan Jr., mgng. d Everett T. Bemont, cm	Fred Vinroot, pd Foster M. Routh, pmm, nd & sd	John N. Parker Jr., ce Lee W. Saunders, wd	Thes. AP G
WIST-FM *1952*	*Ch. 284(B)* *104.7mc* *5kw*						*WE*
WSOC 1933	1240 250	WSOC Inc. 1925 N. Tryon St. 2-7138	NBC H-R Reps.	E. J. Gluck, p & gm Bomar Lowrance, cm	Armand Bodie, pd, pmm & sd L. L. Caudle Jr., ce	Fred Dixon, nd & fd	AP RCA
WSOC-FM *1948*	*Ch. 278(B)* *103.5mc* *38kw*						
CLINGMAN'S PEAK							
WMIT(FM) *1942*	*Ch. 295 (B)* *106.9mc* *325kw*	*Mount Mitchell Bcstrs. Inc.* *P. O. Box 546* *6-7561*		*W. O. Nisbet Jr., p* *Wallace E. Stone, gm* *J. R. H. Wilson, cm*	*W. E. Stone, pd* *J. L. McFarland, ce*	*Conrad Phillips, pdm* *Betsy Scarboro, traffic m*	*St.* *AP* *GE*
CLINTON							
WRRZ 1947	880 1,000-D	Radio Station WRRZ Inc. Butler Bldg. 2354		W. R. Roberson Sr., p			
CONCORD							
WEGO 1943	1410 1,000-D	The Cabarrus Bcstg. P. O. Box 527 2-6000		A. W. Huckle, p	Elizabeth G. Huckle, gm	Howard McCurry, cm & pd James Wise, ce	AP
DUNN							
WCKB 1946	780 1,000-D	N. C. Central Bcstrs. P. O. Box 431 3133 & 3134	KBS Continental	L. A. Tart Sr., p A. Lincoln Faulk, gm Carl E. Lamm, cm	E. L. Burwell, pd Polly Faulk, pmm & wd Joseph Kotlas, ce	Gene Purcell, nd Hershell Barbour, fd Al Compton, sd	L-W UP G
DURHAM							
WDNC 1934	620 5,000-D 1,000-N-DA-2	Durham Radio Corp. 138 E. Chapel Hill St. 6-155	CBS Raymer	Carl C. Council, p J. Frank Jarman, vp & gm	Woody Woodhouse, cm & sd E. R. Higgins Jr., pd George Bartlett, ce	Sue Germino, office m Frances Jarman, wd	Assoc. UP WE
WDNC-FM *1948*	*Ch. 286(A)* *105.1mc* *36kw*						
WSSB 1948	1490 250	Public Information Corp. 211 Rigsbee Ave. 6919 & 6910	MBS	Thomas B. Sawyer, p Thomas O. McCaffrey, gm William R. Kirby, cm	Edwin J. Coles, pd & sd Harry Baum, pmm Edward Norman, ce	David Welborne, nd Charles Cook, fd Leslie Carroll, wd	Cap. INS WE
WTIK 1946	1310 1,000-D 500-N-DA-N	Durham Bcstg. Enterprises 205½ W. Main St. 6101	ABC Pearson	Harmon L. Duncan, p Floyd Fletcher, vp Tom Mitchell, cm	Charlie Cash, pd Mike Thompson, pmm A. A. White, ce	Jack Watts, fd Jane Bullock, wd	Cap., Wld. AP RCA

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EDENTON							
WEDA (CP)	860 1,000-D	Tar Heel Bcstg. 302 E. 9th St. Scotland Neck, N. C.					
ELIZABETH CITY							
WCNC 1939	1240 250	Albemarle Bcstg. Co. E. Colonial Ave. 4370		Jos. A. Gill, p			
WGAI 1947	560 1,000-LS 500-N-DA-2	WGAI Radio Co. Inc. Kramer Bldg. 4372	ABC	Kate Ford Peele, p C. Alden Baker, gm Bob Thomas, cm	Gene Marshall, pd & fd G. F. Williams, ce	Annie Blount, nd Gretchen Voeth, wd	AP Ray.
ELKIN							
WIFM 1951	1540 250-D	Yadkin Valley Bcstg. Co. 1141 Elk Spur St. 739	MBS Continental	Al Hinshaw, co & ce	Claude White, cm	Joe Foster, pd	L-W UP Ray.
WIFM-FM *1949*	*Ch. 265(A)* *100.9mc* *0.35kw*						*Rel.*
FAIRMONT							
WFMO (CP)	860 1,000-D	Carolinas Bcstg. Co. c/o W. V. Morgan Raeford, N. C.					
FAYETTEVILLE							
WFAI 1948	1230 250	Rollins Bcstg. Inc. P. O. Box 607 2-8131 & 2-8132	CBS	John W. Rollins, p O. Wayne Rollins, evp James H. Mayes Jr., gm	Thomas D. Harrell, cm Ted Austin, pd & nd Covey Yarbrough, pmm	Dona Beachnau, wd Bill Erickson, ce Hugh Zachary, fd Wes Wise, sd	Thes. AP Ray.
WFLB 1948	1490 250	Fayetteville Bcstrs. Inc. P. O. Box 512 2-7136	ABC Burn-Smith	L. W. Allen, gm	Charles M. Gaylord, cm William Farrior, pd, nd & sd	William D. Bailey, ce	Wld. AP RCA
WFNC 1940	1390 5,000-D 1,000-N-DA-2	Cape Fear Bcstg. Co. 114½ Anderson St. 2-4848	MBS Walker	Victor W. Dawson, gm Tom Harrell, cm	John J. Ikner, ce Mac Stamps, pd	Vestal Taylor, nd & fd	UP WH
WFNC-FM *1947*	*Ch. 251(B)* *98.1mc* *14kw*						*UP* *GE*
FOREST CITY							
WBBO 1947	780 1,000-D	Rutherford County Radio Co. Inc. Forest City 3205		Ed M. Anderson, p & gm Fred Blanton, cm	Jane Smith, pd, pmm & wd Merton Iwerks, ce	Lee Kanipe, nd & fd Moon Martin, sd	Thes. AP Johnson
WBBO-FM *1948*	*Ch. 227(B)* *93.3mc* *1.5kw*						*REL*
FUQUAY SPRINGS							
WFVG 1948	1460 1,000-D	WFVG Bcstg. Co. P. O. Box 416 333	KBS	J. M. Stephenson, co Marshall T. Pack, gm A. C. Hayes, cm	Walt Pearson, pd Bill Pack, pmm & fd Harry Stephenson, ce	William Peele, sls d Mark Thomas, nd Ray Godwin, sd Ruby L. Pack, wd	UP G
GASTONIA							
WGNC 1939	1450 250	(Mrs.) Catherine T. McSwain P. O. Box 737 8501	ABC Continental	(Mrs.) Catherine T. McSwain, p Pat McSwain, gm & nd	F. C. Abernethy, cm Fred Gray, pd & sd	W. C. Groves Jr., ce	L-W UP Ray.
WGNC-FM *1947*	*Ch. 270(B)* *101.9mc* *11.1kw*						*RCA*
WLTC 1948	1370 1,000-D	Gastonia Bcstg. Service Inc. P. O. Box 1010 5-1079	Clark	James B. Petty, p & gm B. C. Morrow, cm	Earl Holder, pd, nd & sd Don Voigt, ce & fd	Naomi Edens, wd	Wld. UP Ray.
GOLDSBORO							
WFMC 1951	730 1,000-D	Southern Radio & Television Corp. 117 Bypass 963	KBS	Hayden Stuart, p William R. Murray, gm	Carroll J. Chambers, cm Charles S. Carter, pd	W. W. Bridges, ce	UP WE
WGBR 1938	1150 1,000-DA-2	Eastern Carolina Bcstg. Co. P. O. Box 1024 3730	ABC	A. T. Hawkins, p Vassie G. Balkcum, gm N. L. Royster, cm & fd	Doyle Satterthwaite, pd & nd Daniel B. Trueblood, ce	Jack Lee, sd	Assoc. AP
WEQR(FM) *1946*	*Ch. 227(B)* *93.3mc* *35kw*			*(WGBR, AM affiliate)*			*REL.*
GREENSBORO							
WBIG 1926	1470 5,000-DA-N	North Carolina Bcstg. Co. Inc. O. Henry Hotel 6125	CBS	Allen Wannamaker, gm Bill Mitchell, cm Dan Griffin, pd	Virginia Neese, pmm Jim Miller, ce Add Penfield, nd & sd	Banner Shelton, fd Frances Santomauro, wd	Wld., Thes. AP RCA
WCOG 1948	1320 1,000-DA-1	Inter-City Adv. Co. 314 S. Greene St. 3-6925	ABC Bolling	George W. Dowdy, p B. George Barber Jr., g & cm Robert W. Stroh, pd & nd	Jeri Gore, pmm Ernest C. Pate Jr., ce Bob Williams, fd	John Parker, sd	UP Ray
WCOG-TV (CP)		Inter-City Adv. Co. 316 S. Greene St. 3-6925		(For full information see TELECASTING Yearbook)			
WFMY(FM) *1948*	*Ch. 247(B)* *97.3mc* *34kw*	*Greensboro News Co.* *212 N. Davie St.* *4-0114*		*E. B. Jeffress, p* *Gaines Kelley, gm*	*Virgil V. Evans, cm* *Gomer R. Lesch, pd*	*W. E. Neill, ce*	*Assoc.* *UP* *WE*
WFMY-TV 1949		Greensboro News Co. 212 N. Davie St. 4-0114		(For full information see TELECASTING Yearbook)			
WGBG 1942	1400 250	Greensboro Bcstg. Co. Inc. P. O. Box 2280 3-3631	MBS Burn-Smith	Ralph M. Lambeth, p, gm & cm H. Marie Craven, pd & wd Earl O. Sullivan, pmm	Fred S. Smith, ce Bob Jones, nd Bob Montgomery, fd	Dick McAdoo, sd	UP G
GREENVILLE							
WGTC 1940	1590 5,000-D 1,000-N-DA-N	Carolina Bcstg. System Inc. Greenville 3182	MBS Pearson	Earl McD. Westbrook, p A. Hartwell Campbell, gm John G. Clark Jr., cm	Margaret J. Laughinghouse, pd Carl J. McKinney, pmm Hank Tribley, ce	George Webb, nd & fd Charles Whedbee, sd	Wld., Assoc Cap. UP
HENDERSON							
WBID 1952	1450 250	Nathan Frank 219 S. Williams St. 4091		Nathan Frank, p, gm & cm	Allen McLellan, pd	Sam Buffington, pmm	G
WHNC 1945	890 1,000-D	Henderson Radio Corp. Norlina Rd. 7136 & 7137	MBS	S. S. Stevenson, p Nathan Frank, gm & cm	Tommy Powell, pd Virginia Frank, pmm	James Mayo, ce Bob Harrison, nd & sd	Thes., L-W AP WE
WHNC-FM *1948*	*Ch. 223(B)* *92.5mc* *9kw*						*Thes., L-W, Cap.* *AP* *WH*

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
HENDERSONVILLE							
WHKP 1946	1450 250	Radio Hendersonville, Inc. Chimney Rock Rd. 9031	MBS, KBS Cooke	Beverly M. Middleton, p Kermit Edney, sm	Robert Smith, cm	Charles Renfrow, ce & sd	Mac. AP G
HICKORY							
WHKY 1939	1290 5,000-D 1,000-N-DA-N	Catawba Valley Bcstg. Co. Inc. 1st Ave. N.W. 2294	ABC, MBS, Walker	Carl V. Cline, p Edmund S. Long, gm & ce James K. Willis, cm	Stowe W. Hoyle, pd & pmm Dr. Harry D. Henry, nd	Lanthe Campbell, wd	Wld. UP Col., WE
WIRC 1948	630 1,000-D	Foothills Bcstg. Inc. 329 First Ave. N.W. 2124	Pearson	Edmond H. Smith, Jr., p, secy.-treas. & gm Elmer Troutman, asst. m & ce Lee Douglas, cm	(Mrs.) Mattie Padgett, pd (Mrs.) Dorathea J. Chisholm, pmm (Mrs.) Margaret Smith, nd & wd	Bill Wooten, fd Jack McKee, sd	L-W AP Col.
HIGH POINT							
WHPE 1947	1070 1,000-D	High Point Enterprise 305-7 N. Main St. 3466	KBS	R. B. Terry, co-o D. A. Rawley, co-o Walter F. Hester, cm	Morrison Combs, nd & fd Yancey Cecil, ce Nick Lawrence, pd	Bill Hackney, sd	Assoc., Wld AP G
WHPE-FM *1947*	*Ch. 238(B)* *95.5mc* *37kw*						.... *GE*
WMFR 1935	1230 250	WMFR Inc. 164 S. Main St. 4593 & 4594	ABC Burn-Smith	Frank S. Lambeth, p & gm Gerald D. Sullivan, asst. m & pmm Frank Smith, cm	Gary Davis, pd & wd Robert L. Moore, ce	Max Meeks, fd William Smith, sd	L-W UP G
WMFR-FM *1946*	*Ch. 258(B)* *99.5mc* *38kw*						*L-W* *UP* *Rel.*
WNOS(FM)	*Ch. 262(B)* *100.3mc* *3.2kw*	*The North State Bcstg. Co.*					
JACKSONVILLE							
WJNC 1945	1240 250	Lester L. Gould P. O. Box E 707	MBS Pearson	Lester L. Gould, p, gm & pmm Rodric L. Jones, cm Dorothy R. Gould, pd	Rod O. Dorsey, ce Wyatt Shelton Kellum, nd	James J. Cooney, sd Hulda M. Carastro, wd	Wld. AP G
KANNAPOLIS							
WGTL 1947	870 1,000-D	Fred H. Whitley Inc. Cannon Blvd. 2255		Fred H. Whitley, p, co & gm	Foy Hinson, ce		L-W, Wld. UP Ray.
KINGS MT.							
WKMT (CP)	1220 500-D	Southern Bcstg. Co. % R. H. Whitesides Western Auto Assoc. Store Rocky Mt., N. C.		J. C. Green Jr., co-o R. H. Whitesides, co-o			
KINSTON							
WELS 1950	1010 1,000-D	Farmers Bcstg. Service Inc. 1400 W. Vernon Ave. 5151	MBS, KBS Devney	E. L. Scott, p Jack P. Hankins, gm & pmm Leland Nelson, cm	Jay Kroll, pd Zack Holliday, ce Harry Doggette, nd	Bob Mongold, fd Lin Moseley, sd Peggy Kyle, wd	Cap. UP Col.
WFTC 1937	960 5,000-D 1,000-N-DA-N	Kinston Bcstg. Co. 204 E. King St. 4111	ABC, CBS Burn-Smith	William S. Page, p & gm J. Harold Vester, cm Catherine Cooke, pd	Carl B. Caudill Jr., pmm & sd David E. Hardison, ce Nick Reyes, nd	Harry Shriver, fd Joan Hill, wd	L-W UP Ray.
LAURINBURG							
WEWO 1947	1080 1,000-D	Scotland Bcstg. Co. State Bank Bldg. 770	KBS Devney	Edwin Pate, p J. R. Dalrymple Jr., gm & fd C. W. Hogan, cm & sd	Paul Wynn, pd W. S. Brown, pmm Truman Brock, ce	Rita Ryte, wd Dick Brown, nd	Thes. AP, UP Ray.
WEWO-FM *1951*	*Ch. 243(B)* *96.5mc* *9.2kw*						.... *WH*
LEAKSVILLE							
WLOE 1946	1490 250	Douglas L. Craddock Box L, Boulevard St. 701	MBS, KBS	Douglas L. Craddock, p, gm, cm & pmm J. Kenneth Thomas, pd, nd & fd	Eldred Winn, ce Warren Wilson, sd	Virginia Hudgins, wd	Wld. AP RCA
WLOE-FM *1949*	*Ch. 224(A)* *92.7mc* *0.825kw*						*Wld.* *AP* *GE*
LENOIR							
WJRI 1947	1340 250	John P. Rabb 107 W. Ave. 4-5361	KBS, MBS	John P. Rabb, p & gm F. Kent Atwater, cm	K. Rabb, pd Joe Graybeal, ce	Max Culp, fd Mack Huntley, sd	L-W UP WE
LEXINGTON							
WBUY 1952	1450 250	Davidson County Bcstg. Co. P. O. Box 359 2716	KBS Continental	Omar G. Hilton, ptnr. Greeley N. Hilton, ptnr.	C. Robert Ray, sm, pd & sd Robert Raker, cm	Fred Honeycutt, ce John Cashion, fd	St. AP G
WBUY-FM *1949*	*Ch. 232(A)* *94.3mc* *0.3kw*						
LINCOLNTON							
WLON (CP)	1270 500-D	Lincoln County Bcstg. Co. c/o J. A. Polhill Lincolnton					
LUMBERTON							
WTSB 1946	1340 250	Robeson Bcstg. Corp. 112 W. 5th St. 6056	MBS, KBS Continental	Dr. E. L. Bowman, p James MacNeil, gm & sd	Marv Stuart, pd & nd J. E. Howell, ce	Lillian M. Smith, wd	Wld. AP WE
MARION							
WBRM 1949	1250 1,000-D	Lake City Bcstg. Corp. 13 W. Court St. 7221		W. P. Erwin, p & gm J. C. Pleasant, cm J. L. Reynolds, pd & pmm	Hubert C. Martin, ce Jessie Reynolds, nd & wd Tom McCumber, fd	Jack Reynolds, sd	Thes. UP G
MAYODAN							
WFMB *(FM)* *1949*	*Ch. 228(A)* *93.5mc* *0.38kw*	*Mayo Bcstg. Corp.* *Madison 312*	*Southern*	*L. B. Shelton, p* *L. E. Rish, gm & ce*			.... UP G

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XUM

MONROE

WMAP 1947	1060 250-D	Union Bcstg. Corp. P. O. Box 382 1060	KBS Continental	D. E. Marable, p, gm, & fd J. A. Laney, sm & sd	Frank Funderburk, pd William Dexter Benton, bus. m	R. I. Smith, ce Frances Long, nd & wd	.... UP G

MOORESVILLE

WHIP 1950	1350 1,000-D	Wayne M. Nelson Mooresville 3-4301	KBS	Wayne M. Nelson, p & gm	E. M. Stanton Jr., ce		Cap. UP WE

MOREHEAD CITY

WMBL 1947	740 1,000-D	Carteret Bcstg. Co. Inc. P. O. Box 740 6-3188	McGillvra	Grover C. Munden, p & gm Jimmy Wallace, cm & pmm	Ray Cummins, pd, ce, sd & wd	Walder Niemi, nd & fd	Wld. UP WE

MORGANTON

WMNC 1947	1490 250	Nathan J. Cooper P. O. Box 698 1100	MBS	Nathan J. Cooper, p	Madelyn Y. Patton, pd & wd Frank A. Ballew, ce	Douglas Smith, nd	.... AP Ray.

MOUNT AIRY

WPAQ 1948	740 1,000-D	Ralph D. Epperson Springs Rd. 1400	KBS Clark	Ralph D. Epperson, p & gm Lucy E. Bowman, cm Ruby Wray, pd	Bill Belton, pmm Bruce Fleming, ce Tom Stewart, nd	Neil Smith, fd Johnny Joyce, sd Olive Epperson, wd	.... AP Col.
WSYD 1951	1240 250	Mount Airy Bcstrs. Inc. P. O. Box 216 581	MBS	Robert Hennis Epperson, p, gm & ce	Erastus F. Poore, cm James E. Harrelson, pd	Lloyd Simmons, nd & fd	.... Col.

NEW BERN

WHIT 1943	1450 250	Harmon L. Duncan Highway 17 S. 4450	MBS Pearson	Harmon L. Duncan, p Ray D. Williams, gm & cm Bruce Lee, asst. gm & sd	Stuart Hall, pd & ce Roy Ingram, pmm & nd Charles Pugh, fd	Patsy Poole, wd	L-W UP ....
WOOW (CP)	1490 250	Craven Bcstg. Co. P. O. Box 902					

NEWTON

WNNC 1948	1230 250	Newton-Conover Bcstg. Co. P. O. Box 148 930	MBS	Charles C. Turner, o George C. Yarbrough Jr., gm	Moe Fox, pd James W. Batts, cm & pmm	Dennis C. Long, ce Mrs. Cecile R. Bost, wd	SES. UP Ray.

NORTH WILKESBORO

WKBC 1947	810 1,000-D	Wilkes Bcstg. Co. Radio Bldg. 633	KBS	(Mrs.) Doris B. Brown, p & gm & nd	Roland B. Potter, cm Claude Raney, pd & nd Walter Harrold, ce	Anne Martin, wd	Thes. AP Col.

OXFORD

WOXF 1949	1340 250	Oxford Bcstg. Corp. P. O. Box 1111 4167		Frank W. Hancock, p James F. Flanagan, gm Mike Hight, cm, pd & nd	Bob Smith, pmm Howard Harrell, ce Pat Flanagan, sd	Hart Curl, fd Doris Dickerson, wd	Cap. UP Ray.

RALEIGH

WETV(TV) (CP)		Sir Walter Television & Bcstg. Co. 204 W. 6th St. Erie, Pa.		(For full information see TELECASTING Yearbook)			
WNAO 1948	850 10,000-D 5,000-N-DA-N	News & Observer Pub. Co. 219 S. McDowell St. 2-0321	ABC Weed	Frank A. Daniels, p G. F. Albright, gm Guy Zwahlen, cm	A. F. Schroy, pd Eugene J. Reopelle, ce Bill Anthony, nd	Hal Stanley, fd Jim Simpson, sd Ruth Justice, wd	Wld. UP RCA
WNAO-FM *1948*	*Ch. 241(A)* *96.1mc* *47kw*						
WPTF 1924	680 50,000-DA-N	WPTF Radio Co. Insurance Bldg. 8311	NBC Free & Peters	S. B. Coley, p Richard H. Mason, vp & gm R. W. Youngsteadt, slm.	Graham P. Poyner, prog. m Buddy Vaden, pmm Henry Hulick, Jr., ce	J. Edgar Kirk, nd Bill Jackson, fd Jim Reid, sd Harriet Pressly, wd	L-W AP, UP WH
WPTF-FM *1949*	*Ch. 234(B)* *94.7mc* *15kw*						
WRAL 1939	1240 250	Capitol Bcstg. Co. Inc. 130 S. Salisbury St. 6411	MBS Forjoe	A. J. Fletcher, p Fred Fletcher, gm	Herbert Pearson, cm George Hall, pd Virgil D. Duncan, ce	William Armstrong, nd Ray Reeve, sd	.... AP WE
WRAL-FM *1946*	*Ch. 268(B)* *101.5mc* *54kw*						.... *AP* *REL.*

REIDSVILLE

WFRC 1947	1600 1,000-DA-N	Piedmont Carolina Bcstg. Co. P. O. Box 990 4361	ABC, KBS	H. T. Williams, p Steve Woodson, gm Forrest Bedell, cm & sd	Alfred Nelson, pd James Mead, pmm Sam E. Sexton, ce	Page Smith, nd & fd Hazel Bedell, wd	Thes. AP Ray.
WREV 1950	1220 250-D	Reidsville Bcstg. Co. Inc. 114½ N. Scales St. 7051	Southern Continental	William M. Oliver, p, gm & cm (Mrs.) Karye P. Oliver, pd	Gene Whitaker, pmm	William M. Oliver Jr., ce Johnny O'Neill, sd	St. UP G
WREV-FM *1948*	*Ch. 271(B)* *102.1mc* *1.6kw*						.... *Fed.*

ROANOKE RAPIDS

WCBT 1939	1230 250	WCBT Inc. 251 Roanoke Ave. 7-2545	MBS, KBS	J. W. Crew Jr., p & gm	Jerry Elliott, sm, pmm, nd & fd Don Collins, pd & slm	Ed McLeod, ce Al Joseph, sd	L-W, SES. UP WE
WKFM *(FM)* *1947*	*Ch. 254(B)* *98.5mc* *16kw*	*(WCBT, AM affiliate)*					*Rel.*

ROCKINGHAM

WAYN 1946	900 1,000-D	WAYN Inc. 4041		Wayne M. Nelson, p & gm	Wm. Futterer, cm	William E. Henley, ce	Cap. UP ....

ROCKY MOUNT

WCEC 1947	810 1,000-D	Eastern Carolina Electronics Inc. 115 N. Church St. 2-3109	KBS Pearson	Josh L. Horne, p Mel Warner, gm & pmm Ray Thompson, cm	Ray Wilkinson, pd & nd Grover Taylor, ce	Tal Pollard, fd Buddy Primm, sd Bunny Tucker, wd	Assoc. AP Col.
WFMA *(FM)* *1947*	*Ch. 264(B)* *100.7mc* *33kw*	*(WCEC, AM affiliate)*					.... *Fed.*
WEED 1933	1390 1,000-DA-2	Wm. Avera Wynne Nashville Highway 8149	ABC Burn-Smith	Wm. Avera Wynne, p & gm	R. E. Horner, cm E. Snipes, pd	J. R. Morris, ce	Thes. AP Ray.
WEED-FM *1949*	*Ch. 221(A)* *92.1mc* *0.27kw*						*REL.*

ROXBORO

WRXO 1949	1430 1,000-D	Roxboro Bcstg. Co. P. O. Box 130 6013		Harold S. Taylor, gm & cm	John Mauti, pd	Lloyd Perkins, ce	.... UP WE

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
SALISBURY							
WSAT 1948	1290 1,000-DA-N	Mid Carolina Bcstg. Co. Milford Hills Rd. 276	ABC Dora-Clayton	C. H. Wentz, p W. F. Fleming, gm R. M. Hunt, cm	G. F. Allen, pd E. L. Sherman, ce	G. M. Atkins, nd Grady Cole Jr., fd N. N. Sowers, wd	Wld. UP G
WSTP 1938	1490 250	Piedmont Bcstg. Corp. Center Theatre Bldg. 2121	MBS Burn-Smith	Bryce P. Beard Sr., p Alex P. Beard, gm Katherine F. Murphy, cm	Russ McIntire, pd & pmm Carl B. Watson, ce Jim Turner, nd & fd	Hal Frazier, sd Lib Snyder, wd	AP WE
WSTP-FM *1947*	*Ch. 293 (B)* *106.5mc* *21.5kw*						*AP* *REL*
SANFORD							
WEYE 1952	1290 1,000-D	Waldo W. Primm 519 Cross St. 1269		Waldo W. Primm, o & gm	W. M. Primm, pd & sd	Clint Long, nd	Assoc., SES. AP G
WWGP 1946	1050 1,000-D	Sandhills Bcstg. Co. P. O. Box 651 860	KBS	J. R. McIver, p W. E. Horner, secy.-treas. Harry C. Barfield, gm & pmm	Del Carty, cm, pd & sd Ed O. Kopriver, ce	Les Williams, nd & fd Effie Covert, wd	Wld. UP G
WWGP-FM *1950*	*Ch. 228(A)* *105.5mc* *0.49kw*						
SHELBY							
WOHS 1946	730 250-D	Western Carolina Radio Corp. P. O. Box 1401 6313	MBS, KBS	Lee B. Weathers, p Robert M. Wallace, vp & gm Max P. Butler, cm & asst. m	Edwin A. Patterson, ce Hugh Dover, fd	Don McLain, sd Lillian Legrand, wd	SES. UP Ray.
WOHS-FM *1948*	*Ch. 241(B)* *96.1mc* *2.6kw*						*REL*
SILER CITY							
WNCA 1952	1570 1,000-D	Chatham Bcstg. Co. P. O. Box 212 617		H. Tom Morris, gm	Bob Bullington, cm	Earleen Bason, wd	L-W, SES. UP Col.
SMITHFIELD							
WMPM 1950	1270 1,000-D	Selma Smithfield Bcstg. Co. Buffalo Rd. 2434		John S. Townsend, ptnr. & gm J. Fred Horton, ptnr. Charles I. Parrish, cm	Bill Kriby, pd & nd Tom Slade, pmm & sd Bill Burwell, ce	Mozelle Phillips, fd Louise Grimmer, wd	Cap. UP G
SOUTHERN PINES							
WEEB 1947	990 1,000-D	The Sandhill Community Bcstrs. Inc. 113-115 Brono St. 2-2942	MBS	Jack S. Younts, p & gm Joseph Warren, cm Bub Ward, pd	Elizabeth Younts, pmm Melvin Kushner, ce	E. H. Garrison, fd Emily Scheipers, wd	Assoc. AP G
STATESVILLE							
WSIC 1949	1400 250	Statesville Bcstg. Co. P. O. Box 1189 9078	MBS Continental	Chas. D. Melton, gm & cm	Bill Brown, pd, pmm & nd Ken. T. Abernathy, ce	Hadley Williamson, sd	Wld. AP Tem.
WSIC-FM *1949*	*Ch. 289(B)* *105.7mc* *2.7kw*						*REL*
TARBORO							
WCPS 1947	760 1,000-D	Coastal Plain Bcstg. Co. Edgecomb Bank Bldg. 2191		V. E. Fountain, p J. T. Snowden Jr., gm	J. Porter McNair, cm Ben F. Mayo, pd	G. Lee Hodges, ce	Wld. AP Ray
WCPS-FM *1952*	*Ch. 282* *104.3mc* *8kw*						*WE*
THOMASVILLE							
WTNC 1947	790 1,000-D	Thomasville Bcstg. Co. P. O. Box 750 2701		George W. Lyles Sr., p Harold Harrison, gm & cm Frank Thomas, asst. cm	James McAden, ce Joe Long, nd	David Cockman, sd Nell Fouts, wd	SES. UP G
WTNC-FM *1949*	*Ch. 252(A)* *98.3mc* *0.45kw*						*RCA*
WADESBORO							
WADE 1947	1210 1,000-D	R. P. & R. A. Lyon Radio Bldg. 620	KBS Walker	R. P. Lyon, p R. A. Lyon, secy.-treas. James A. Ballard, gm	Willard Billingsley, sm, nd Robert W. Jones, cm W. A. Kiker, pd	Ruth Austin, pmm Kenneth R. Read, ce Charles Stegall, fd	Cap. UP G
WADE-FM *1951*	*Ch. 240(A)* *95.9mc* *0.285kw*						
WALLACE							
WLSE (CP)	1400 250	Duplin Bcstg. Co. Kramer's Dept. Store		Harry Kramer, o			
WASHINGTON							
WHED 1948	1340 250	Beaufort Bcstg. Co. Inc. U. S. Highway 17 S 278	KBS Continental	Lee B. Wynne, p William R. Abeyollnis, gm	Charlie Yates, pd John Wilroy, ce	Sandy Pfouts, sd Lillie Jackson, wd	L-W Ray.
WRRF 1942	930 5,000-D 1,000-N-DA-N	Tar Heel Bcstg. System Inc. Bank of Washington Bldg. 403	ABC Walker	W. R. Roberson Jr., p T. H. Patterson, gm & cm	Merrill Daniels, pd Gene Hodges, pmm	Bob West, nd & sd	AP WE

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IN

NORTH CAROLINA

WSJS

DELIVERS

A 15-COUNTY MARKET

with

$580,950,000* RETAIL SALES

* Sales Management 1952
Survey of Buying Power

MORE VALUE FOR YOUR ADVERTISING DOLLAR

WSJS

The Journal-Sentinel Station

AM-FM
WINSTON-SALEM

NBC Affiliate

Represented by:
HEADLEY-REED CO.

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
WAYNESVILLE							
WHCC 1947	1400 250	WHCC Inc. Main St. 660	MBS Continental	Holt McPherson, p James B. Childress, vp, gm & cm Don Matney, pd & pmm	Frank Wilbur, ce Wayne Franklin, fd	Al Whitehead, sd Theatrice C. Childress, wd	L-W .... Ray.
WHITEVILLE							
WENC 1946	1240 250	Whiteville Bcstg. Co. Inc. P. O. Box 700 2133	MBS Clark	J. A. Maultsby, p Ward A. Coleman, gm Jerry Honeycutt, cm	Dave Winslow, pd Steve Hart, ce	Martha Mendendall, traffic m	Assoc., Thes., Cole, SES AP Ray.
WILLIAMSTON							
WIAM 1951	900 1,000-D	Martin County Bcstg. Co. 110 S. Smithwick St. 2173		James H. Gray Sr., co-o Charles R. Gray, co-o R. B. Armstrong, gm, cm & pmm	Carl B. Armstrong, pd & fd James Kitchengs, ce	Bill Smith, nd & sd Delores Beard, wd	L-W UP G
WILMINGTON							
WGNI 1946	1340 250	New Hanover Bcstg. Co. 211 N. Second St. 2-2493	MBS Pearson	J. S. Brody, p Allen B. Jones, gm Tommy Thompson, cm	Paul Parker, pd & nd Lou Essick, pmm & sd	Art Madeley, ce	Thes. UP WE
WMFD 1935	630 1,000-DA-2	Richard Austin Dunlea 225 Princess St. 4340	ABC, CBS Burn-Smith	Richard Austin Dunlea, p & gm Claud O'Shields, cm	Bruce Buchanan, pd & sd R. A. Dunlea Jr., pmm	Herb Adams, nd	.... UP RCA
WMFD-FM *1949*	*Ch. 242(B)* *96.3mc* *11.5kw*						
WILSON							
WGTM 1937	590 5,000-DA-2	Watson Industries Inc. Herring Ave. Ext. 2188	CBS Walker	P. T. Watson, p Henry Sullivan, gm Clint Farris, asst. m & sd	R. R. Brunson, cm C. A. Kincaid, pd & pmm W. H. Malone, ce	Mike Silver, nd Bill Glover, fd Clare Esty, wd	Thes. UP Ray.
WVOT 1948	1420 1,000-D 500-N-DA-N	Wilson Radio Co. Inc. 5157	MBS	H. W. Anderson, p H. W. Severance, gm P. O. Barnes, cm	Joel Lawhon, pd (Mrs.) Lynda Thomas, pmm Dan Williams, ce	Wally Williams, fd	.... AP RCA
WINSTON-SALEM							
WAAA 1950	980 1,000-D	Community Bcstg. Service Inc. Atlantic Bldg. 2-4121		Roger Page Jr., p			
WAIR 1937	1340 250	WAIR Bcstg. Co. Pepper Bldg. 2-1133	ABC Walker	George Walker, p & gm Pat Taylor, cm Joann Williams, pd	Lawrence Patrick II, pmm Lee King, ce	Bill Currie, sd Frances Denny, wd	Wld., Cap. AP WE
WAIR-FM *1947*	*Ch. 226(B)* *93.1mc* *34kw*						.... *RCA*
WSJS 1930	600 5,000-DA-2	Piedmont Pub. Co. 419-21 N. Spruce St. 5-2311	NBC Headley-Reed	Gordon Gray, p Harold Essex, vp & gm Harry B. Shaw, slm	Robert C. Estes, prog. m Phil Hedrick, d of engrg. F. O. Carver Jr., nd	Harvey Dinkins, fd Max Ulrich, sd	Assoc. UP WE
WSJS-FM *1947*	*Ch. 281(B)* *104.1mc* *48kw*						.... *GE*
WTOB 1947	1380 1,000-DA-1 CP: 5,000-D 1,000 DA-N	Winston-Salem Bcstg. Co. P. O. Box 2798 3-4353	CBS, MBS Taylor	James W. Coan, p John G. Johnson, gm Owen Spann, pd & sd	Jack Wiggins, pmm Ben Vogler, ce Robert St. Lawrence, nd & sp. events d	Johnny Miller, fd Avery Gibson, wd	Thes. AP G

NORTH DAKOTA

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BISMARCK							
KFYR 1925	550 5,000 DA-N	Meyer Bcstg. Co. 202½ 4th St. 468	NBC Northwest Blair	Mrs. Etta H. Meyer, p F. E. Fitzsimonds, exec. vp & sm	R. W. MacLeod, cm Cal Culver, pd	Ivar Nelson, ce Jack Swenson, nd Doug Anderson, sd	Thes. UP RCA
DEVILS LAKE							
KDLR 1925	1240 250	KDLR, Inc. 1025 3rd St. 1090	MBS, KBS Great Northern Lawson	Bert Wick, p & gm Paul R. Lange, cm	Wilbur Clemenson, pd Richard Moritz, ce	Norman Buckner, nd Jack Miller, sd	Ses., Wld. UP WE
DICKINSON							
KDIX 1947	1230 250	Dickinson Radio Assoc. 119 2nd Ave. W. 4113	KBS	P. J. Weir, p Orville F. Burda, gm & pmm E. A. Spear, cm	Lauren Haacke, pd Benjamin G. Lockerd, ce Dick Severson, nd	William Mason, sd Marguerite Graham, wd Wm. R. Rittman, fd	Ses., St., Wld. AP G

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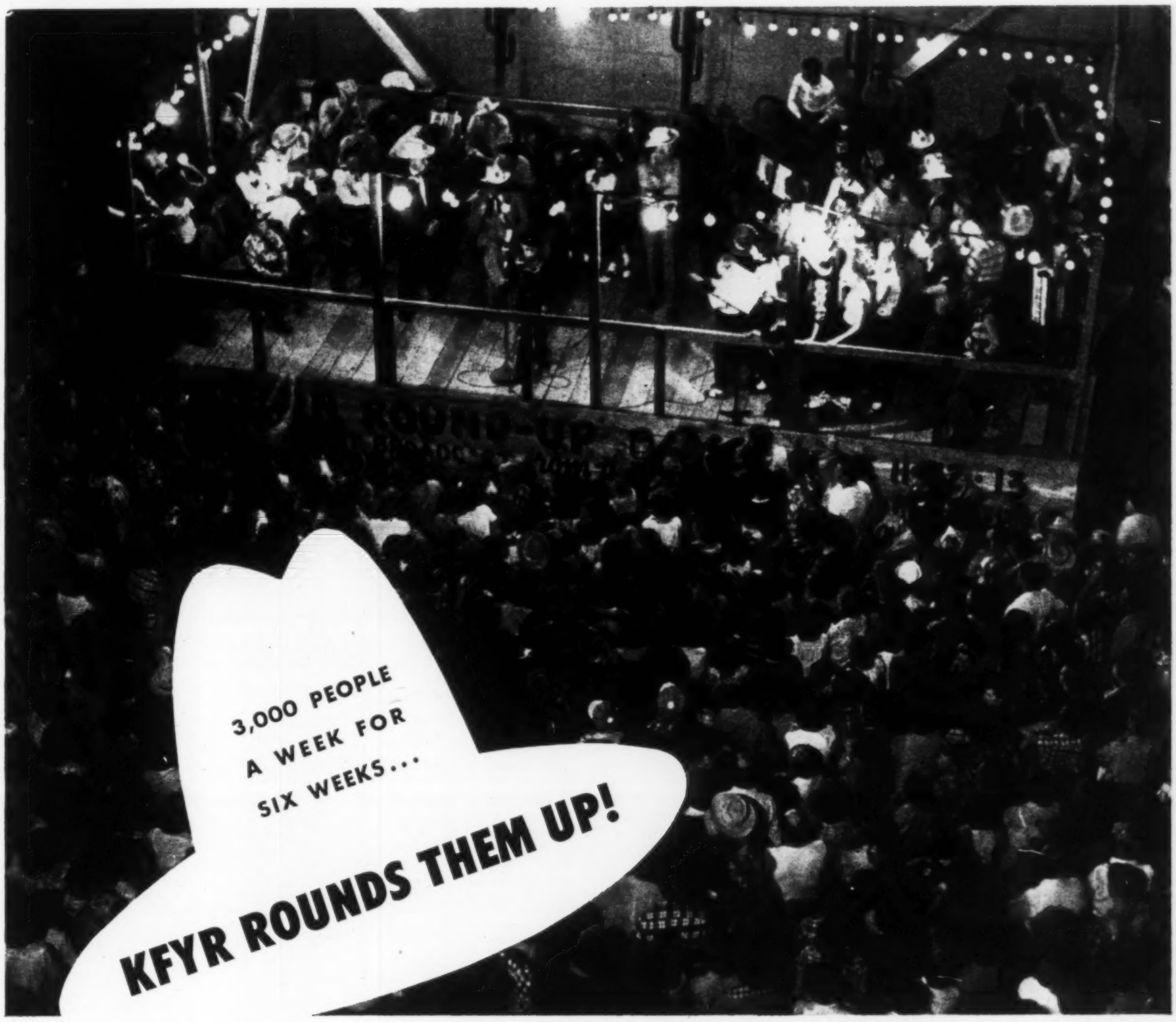
3,000 PEOPLE
A WEEK FOR
SIX WEEKS...
KFYR ROUNDS THEM UP!

Out Where the West Begins . . .

Radio Has No Competition!

KFYR...

- ★ . . . pays off *extra* dividends as the result of an intense listener loyalty built up by over 27 years of outstanding local programming.
- ★ . . . gives you the nation's largest area coverage in the heart of the rich Northwest farm market.
- ★ . . . the Number One station in the country's largest wheat producing state — the nation's fourth largest spending families.

Who said Television? Out here it's live talent that counts—packed in by KFYR's always persuasive salesmanship! When Bismarck held its Western Roundup Days, KFYR sponsored an outdoor talent show every Tuesday night for six weeks . . . with between 2,000 and 3,000 people each week, jamming the pavement to see the entertainment. Thousands more listened over the air.

If you've got TV-jeebies, check on this terrific market where RADIO IS STILL KING . . . where you can be sure of PLUS ACTION for every RADIO advertising dollar.

KFYR

5000 WATTS • BISMARCK, NO. DAK.

NBC AFFILIATE — REP. BY JOHN BLAIR

NORTH DAKOTA—(Continued)

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FARGO							
KFGO 1948	790 5,000 DA-N	Northern States Bcstg. Co. KFGO Bldg. 23291	ABC Bolling	W. R. Haggart, p Charles G. Burke, gm, cm, pd & pmm	Olaf Gabrielson, ce Jim Shirek, nd & sd	Barbara Horen, wd Joe McCarthy, fd	St. AP RCA
WDAY 1922	970 5,000 DA-N	WDAY Inc. Black Bldg. 5357	NBC Northwest Free & Peters	Earl Reineke, p & gm Jack Dunn, sm Tom Barnes, cm Ken Kennedy, pd	Julius Hetland, tech. d Juline Savold, ce Roy Pedersen, pmm Glenn Hanson, sd	Glenn Flint, nd Ernie Brevik, fd Georgie Arden, wd	Thes. AP, UP RCA
GRAND FORKS							
*KFJM 1923	1440 1,000-D S-KILO	University of North Dakota 4-6141	....	E. W. Olson, bus m	S. D. Robertson, d	Arnold Petrich, ce	.... G
KILO 1941	1440 1000-D 500-N S-KFJM	Grand Forks Herald, Inc. 1st Natl. Bank Bldg. 4-5321	CBS Avery-Knodel	M. M. Oppegard, p Herman Livingston, cm	M. C. Gorham, pd & fd A. F. Petrich, ce	Rikk Riley, nd Ed Bohnhoff, sd	St. UP G
KNOX 1947	1400 250	Community Radio Corp. 4-4611	MBS, KBS Gt. Northern	Caroll Day, p Elmer Hanson, g & cm	Robert Whyte, pd & nd Cliff Thomeford, ce	Jack French, pmm & sd Evelyn Klindsworth, wd	.... UP WE
JAMESTOWN							
KSJB 1937	600 5,000 DA-1	North Dakota Bcstg. Co. 1600	CBS Weed	John W. Boler, p Donald J. Kingsley, pd	Robert N. Ridgway, ce Judean M. Klundt, pmm	Chester M. Reiten, fd	....
MANDAN							
KGCU 1925	1270 1,000-D 250-N	Mandan Radio Assn. 200 3rd Ave. N.W. 561	MBS, Great Northern Walker, Lawson	Walton S. Russell, p Paul C. Gussner, g & cm, pmm Merritt Bushee, pd	Ray Barnett, ce Winston Hoehner, nd	Pat Phillips, sd Glenna Thompson, wd	L-W, Assoc. AP RCA
MINOT							
KCJB 1950	910 1,000 DA-N	North Dakota Bcstg. Co. 51-161	CBS Dakota Radio Net. Weed	John W. Boler, p & gm Charles Hinshaw, cm Arv Johnson, pd	Wm. L. Hurley, ntl. slm Joe Main, ce Wm. Johnson, nd	Jim Addelson, sd Chester Reiten, fd Cis Hadley, wd	.... UP RCA
KLPM 1929	1390 5,000-D 1,000-N	Minot Bcstg. Co. 118-A S. Main 41-146	ABC Great Northern Walker, Lawson	John B. Cooley, o & gm C. W. Baker, sm & ce Leslie E. Maupin, cm & pmm Dean Thurow, pd	Ken Knutson, nd E. H. Cooley, fd	Rosella Kounovsky, wd Russ Smith, sd	Wld. AP, UP Col.
VALLEY CITY							
KOVC 1936	1490 250	KOVC, Inc. 408-W	MBS, KBS Great Northern Lawson	Robt. E. Ingstad, p, g & cm & nd Russ Kaber, pd & sd	Chas. Sjostrom, ce Bob Jensen, pmm	Fern Morsch, wd	.... UP Col.
WAHPETON							
KBMW 1948	1450 250	(See Breckenridge, Minn. listing)					
WILLISTON							
KWBM 1948	1450 250	KWBM Bcstg. Co. Box 198 3-5371	KBS	Charles L. Scofield, ptnr., gm & ce James C. Carson, ptnr., cm & sd	Jack McGeehan, nd	Carol Thompson, wd	Wld. UP WE

OHIO

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AKRON							
WADC 1925	1350 5,000 DA-1	Allen T. Simmons WADC Bldg. Jefferson 6165	CBS Hollingbery	Allen T. Simmons, o Robert Wilson, asst. m Secrest Williams, sls. & pmm	Harold Hageman, pd, n & fd E. A. Marchal, traffic & pdm Lawrence Hennigan, ce	Doc Williams, sd Nina Magno, wd	Wld., St. UP Col.
WAKR 1940	1590 5,000 DA-N	Summit Radio Corp. First Nat'l Tower Hemlock 6151	ABC Weed	S. Bernard Berk, p Roger G. Berk, gm O. Keith Baldwin, cm	A. R. Cooper, pd & pmm Irwin L. Knopp, ce J. Howard Absalom, nd	Torey Southwick, fd Bob Wylie, sd	Assoc. UP RCA
WAKR-FM	*Ch. 248 (B)* *97.5 mc* *14.7kw*						
WAKR-TV (CP)		Summit Radio Corp. 106 S. Main St.	(For full information see TELECASTING Yearbook)				
WCUE 1950	1150 1,000-D DA	Akron Bcstg. Corp. Palace Arcade 41 S. Main Franklin 7114	Forjoe	Tim Elliot, p & gm Jack Maurer, vp & slm Betty Barr, asst. treas.	Art Ross, pd & pmm George V. Paul, ce	Jim Smith, nd Dick Rosett, sd (Mrs.) Jean O'Neill, wd	Assoc. UP GE
WHKK 1944	640 1,000-DA-1 **L-KFI**	WHKK Bcstg. Co. 51 W. State St. Blackstone 7101	MBS Meeker	J. B. Maurer, co-o, co-gm, co-cm P. R. Herbert, co-o, co-gm, co-cm Bruce Blake, pd	Don O'Neil, pmm Bert Berg, ce Max Plaugher, nd	Rick Reighart, fd Bill Pierson, sd Fran Foster, wd	Thes. AP Cont.
ALLIANCE							
.... (CP)	1310 kc 1,000-D DA	Review Pub. Co.					
WFAH(FM) *1947*	*Ch. 269 (A)* *101.7mc* *1kw*	*Review Pub. Co.* *2720 S. Union Ave.* *1-5345*		*(Mrs.) Alice C. Hoiles, p* *Donald A. Peterson, gm*	*Frank LaBarba, cm* *Robert A. Gates, pd*	*Gene Peterman, ce* *J. Orville Stone, nd*	*Wld., L* *AP* *GE*
ASHLAND							
WATG 1950	1340 250	Mahoning Valley Bcstg. Corp. Ashland-Mansfield Rd. 2-1573	MBS Buckeye McGillvra	John Cherpack Jr., p Gene Trace, vp Cecil Green, gm	Richard Leidy, pd Richard Matthes, ce Wayne Byers, n & sd	Don Coffman, fd Cathy Donges, wd	Thes. AP RCA
WATG-FM *1947*	*Ch. 267 (B)* *101.3mc* *10.2kw*						

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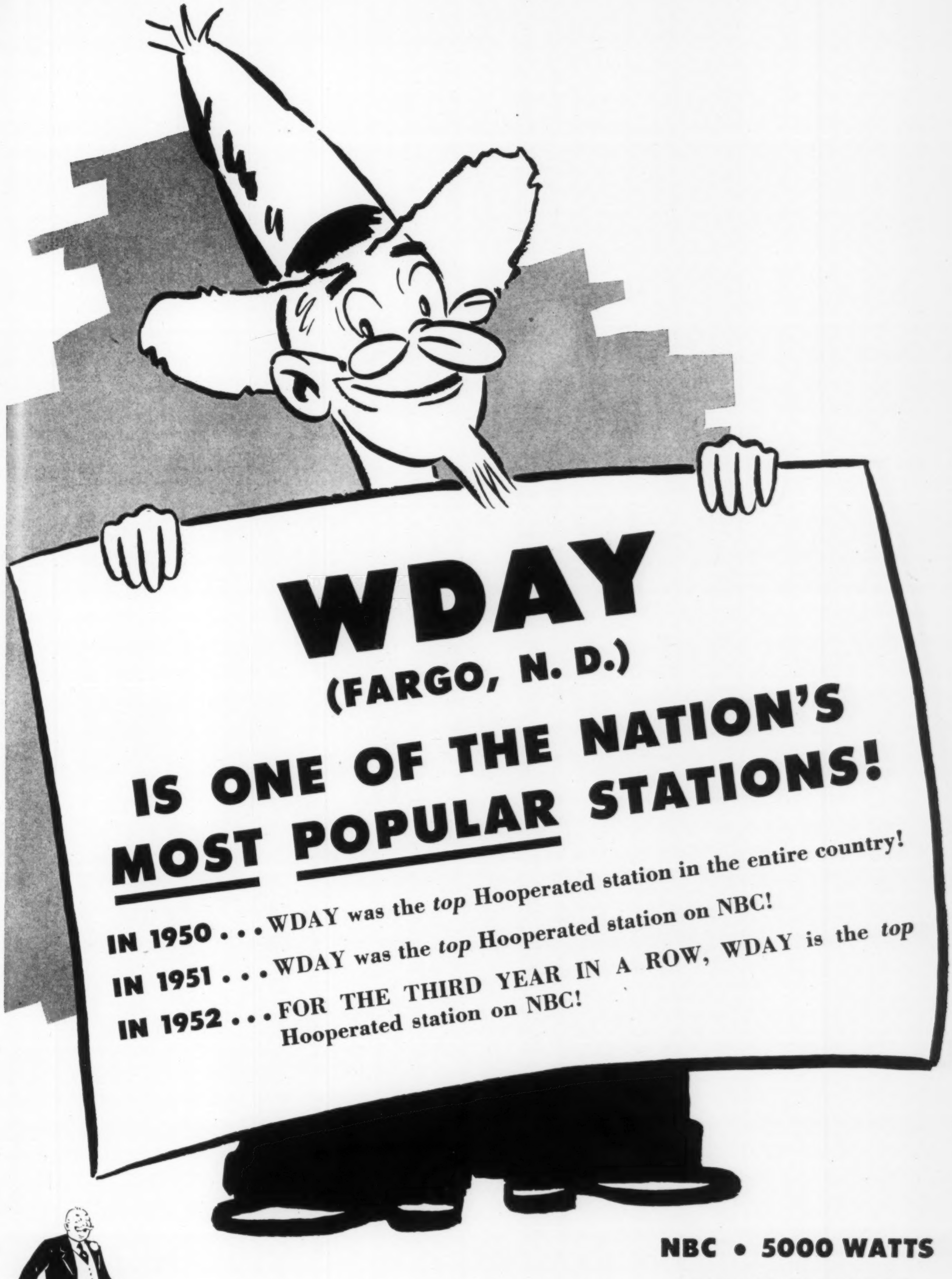

WDAY
(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!

IN 1950 . . . WDAY was the *top* Hooperated station in the entire country!

IN 1951 . . . WDAY was the *top* Hooperated station on NBC!

IN 1952 . . . FOR THE THIRD YEAR IN A ROW, WDAY is the *top* Hooperated station on NBC!

NBC • 5000 WATTS
970 KILOCYCLES

FREE & PETERS, INC., Exclusive National Representatives

OHIO—(Continued)

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ASHTABULA							
WICA 1937	970 5,000-D 1,000-N-DA-2	WICA Inc. 221 Center St. 27-181	McGillvra	D. C. Rowley, p & gm W. W. Walrath, m D. W. Fassett, cm	J. C. Strasen, pd & fd F. N. Bernato, ce G. H. Murray, traffic m	Ralston Smith, nd Andy Holecko, sd Joan Hart, wd	Wld. UP RCA
WICA-FM *1949*	*Ch. 279 (B)* *103.7mc* *52kw*						*REL*
ATHENS							
WATH 1950	1540 1,000-D	A. H. Kovlan & J. D. Sinyard P. O. Box 502 3-1360		Andrew H. Kovlan, gm & ce James D. Sinyard, cm	Robert Carlisle, pd Don Kinker, nd	Ted Covert, fd James Wendling, sd Vivian Coates, wd	SES. UP
BELLAIRE							
WTRF 1947	1290 1,000-D	Tri-City Bcstg. Co. The Skyline 1515	MBS Walker	Thomas M. Bloch, p Robert W. Ferguson, evp & gm A. T. Fisher, cm	Frank Curtis, pd Helen Gaynor, pmm Howard Daubenmeyer, ce	George Diab, n & sd Paul Howard, fd Jo Dunn, wd	Assoc. AP GE
WTRF-FM *1947*	*Ch. 263 (B)* *100.5mc* *20kw*						
BELLEFONTAINE							
WOHP 1952	1390 500-D	C. H. Chamberlain P. O. Box 344 6681		C. H. Chamberlain, p & gm Ray J. Klemme, pd	M. J. Lamb, ce Don Houk, nd	Ray James, fd	AP G
CAMBRIDGE							
WILE 1948	1270 1,000-D	Land O'Lakes Bcstg. Corp. 917 Beatty Ave. 4-5605	KBS	H. D. McClelland, p Howard A. Donahoe, evp & gm	Bruce Meighen, d of sls, & pmm David C. Lorimer, pd & nd	Albert G. Engle, ce & fd Joe Grimm, sd	Wld. AP Ray.
CANTON							
WAND 1947	900 500-D	Magic Wand Bcstg. Co. 106 High Ave. N.W. 6-8396	KBS Best	P. C. Wilson, p & cm James Wilson, gm Frank Grosjean, pd	Bill Jaeger, pmm Robert Van Dyke, ce Andy Doyle, prod m	Vic Avers, n & fd Ed Hawkins, sd Anita Lynch, wd	Cap. St. AP GE
WCMW 1946	1060 1,000-D	Stark Bcstg. Corp. Hills & Dales Rd. 5-9475	McGillvra	S. L. Huffman, p Clark L. Dozer, m Ronald Stranathan, cm	Fred Coukart, pd, nd & fd Jane Thomas, pmm William Waechter, ce	Gene Dillon, asst. pd & sd Carolyn Weintraub, wd	Wld., Thes. AP RCA
WHBC 1925	1480 5,000-DA-N	The Ohio Bcstg. Co. 550 S. Market St. 6-7166	ABC Taylor	Roy D. Moore, p Gordon Strong, gm Paul E. Gilmor, cm	Robert Breen, pd Joseph Gilmore, pmm Kenneth Sliker, ce	Al Frances, nd Robert Krahling, fd Jim Muzzy, sd	Assoc. AP RCA
WHBC-FM *1948*	*Ch. 231 (A)* *94.1mc* *15kw*						
CHILLICOTHE							
WBEX 1947	1490 250	Shawnee Bcstg. Co. 27 E. Second St. 3-2244	ABC, KBS Buckeye Grant	John Halliday, p Truman A. Morris, gm William Mnich, sm & pmm	James W. Tidd, pd Henry Dornhuber, ce	Ron Johnson, n, f & sd Connie Immell, wd	AP WE
CINCINNATI							
WCKY 1929	1530 50,000-DA-N	L. B. Wilson Inc. Hotel Sheraton Gibson Cherry 6565		L. B. Wilson, p & gm C. H. Topmiller, sm & ce Jeanette Heinze, traffic m	Robert Fleming, publ. & sls. pmm Norman Ponte, trans. sup. John Murphy, nd	Marty Roberts, fd Paul Sommerkamp, sd Virginia James, wd	Assoc., St. INS GE
WCPO 1928	1230 250	Scripps-Howard Radio Inc. 2345 Symmes St. Capitol 0777	MBS Branham	Jack R. Howard, p M. C. Watters, vp & gm W. Earl Corbett, sta. dir	Cliff Baker, pmm Paul Adams, ce Glenn Clark Miller, nat sls dir	Bob Otto, nd Waite Hoyt, sd	L-W UP WE
WCPO-FM *1949*	*Ch. 285 (A)* *105.1mc* *12.5kw*						
WCPO-TV 1949		Scripps-Howard Radio Inc. 2345 Symmes St. Capitol 0777	(For full information see TELECASTING Yearbook)				
WKRC 1924	550 5,000-D 1,000-N DA-1	Radio Cincinnati Inc. Hotel Alms Woodburn 0550	CBS Katz	Hulbert Taft Jr., p David G. Taft, gm Kenneth W. Church, cm	Hubbard Hood, loc. slm Paul Shumate, pd W. B. Hines, pmm	G. A. Wilson, ce Tom McCarthy, n & fd Ed Kennedy, sd	L-W AP WE
WKRC-FM *1947*	*Ch. 270 (B)* *101.9mc* *15.5kw*	*Radio Cincinnati, Inc.* *Times Star Bldg.* *Garfield 1331*	*Forjoe*	*Hulbert Taft Jr., evp* *David G. Taft, vp*	*Edwin Richter, g & cm* *Helen Nugent, pd*		*RCA*
WKRC-TV 1949		Radio Cincinnati Inc. Times Star Bldg. Garfield 1331	(For full information see TELECASTING Yearbook)				
WLW 1922	700 50,000	Crosley Bcstg. Co. 140 W. 9th St. Cherry 1822	MBS, NBC	Jas. D. Shouse, chmn. of bd. Robert E. Dunville, p & gm Ward Quaal, vp H. M. Smith, vp ch. sls. K. T. Murphy, vp & treas.	Norman Cash, gen. slm. W. P. Robinson, vp ch. prog. E. G. Feinthel, d of sls. pm R. J. Rockwell, vp ch. engrg.	Dallas DeWeese, nd John Butler, fd	Thes. UP, INS Cros.
WLWA *(FM)* *1946*	*Ch. 266 (B)* *101.1mc* *9kw*						
WLWT (TV) 1948		The Crosley Bcstg. Corp. 140 W. Ninth St. Cherry 1822	(For full information see TELECASTING Yearbook)				
*WRGD (CP)	1480 1,000-D-DA	N. Y. Institute of Cincinnati 217 E. 8th St.					
WSAI 1923	1360 5,000-DA-N	Buckeye Bcstg. Co. 115 E. 4th St. Main 1068	ABC Avery-Knodel	George B. Storer, p J. Robert Kerns, mgng. d R. H. Boulware, cm	Charles Black, pd Vonne Monsell, pmm Jonas Heiser, ce	Bill Robbins, nd Dick Baker, sd Peggy Sherwood, wd	L-W WE
WSAI-FM *(CP)*	*Ch. 274* *102.7mc* *14.7kw*						
CLEVELAND							
WDOK 1950	1260 5,000-DA-2	The Civic Bcstrs. Inc. 1515 Euclid Ave. Main 1-3370	McGillvra	R. Morris Pierce, p Frederick C. Wolf, asst. to p Harry Camp, vp & gm	Charles Hoover, pd Ralph Quay, ce Al Norosay, loc, slm	Kent Williams, sd Judy Sherrill, wd	Wld., SES UP, INS RCA
WERE 1949	1300 5,000-DA-1	Cleveland Bcstg. Inc. 1501 Euclid Ave. Superior 1-9600	Ohio Radio Taylor	Ray T. Miller, p Richard M. Klaus, gm	Ed Stevens, pd Harry Dennis, ce	Bob Wass, nd Jerry Bowman, fd Maggie Wulff, wd	Wld. AP, INS RCA
WERE-FM *1948*	*Ch. 253 (B)* *98.5mc* *20kw*						
WEWS(TV) 1947		Scripps-Howard Radio Inc. 1816 E. 13th St. Tower 1-5454	(For full information see TELECASTING Yearbook)				

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*FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Anten same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Ni SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.*

NBC . . . NBC-TV . . . NBC . . . NBC-TV . . . NBC . . . NBC-TV

IRON *and* STEEL
turn into
GOLD
IN YOUNGSTOWN, OHIO
by advertising on
WFMJ

TV ★ ★ ★ AM ★ ★ ★ FM

These Stations Make Advertising PAY

★

YOUNGSTOWN STEEL MILLS ARE
OPERATING AT **106**%

★

America's 3rd Largest Steel Center
America's 30th Population Area

★

Day and Night
RADIO
5000
WATTS
50,000 Watts FM

Call
HEADLEY-REED CO.
National Representatives
or
WFMJ
101 W. Boardman St., Youngstown, Ohio
Telephone 3-4121
NBC AFFILIATE

175 kw
TV TOWER
1000
FEET
by Aug. 1953
Interim Tower 300 ft.

ASSOCIATED PRESS AND UNITED PRESS NEWS WIRES

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
CLEVELAND (Cont'd)							
WGAR 1930	1220 50,000-DA-1	WGAR Bcstg. Co. Hotel Statler Prospect 1-0200	CBS Christal, Radio Time Sales	John F. Patt, p Gordon Gray, vp (N.Y.) Carl E. George, gm John B. Garfield, cm	Reginald P. Merridew, pd Julius Glass, pmm Robert A. Fox, ce Robert C. Smith, publ. d	Robert Forker, loc. slm Charles Day, nd Bill McColgan, sd Esther Mullin, wd	Wld. UP, INS RCA
WGAR-FM 1952	*Ch. 258 (B)* *99.5mc* *31kw*						
WHK 1921	1420 5,000-DA-N	United Bcstg. Co. 5000 Euclid Ave. Express 1-5000	MBS Headley-Reed	Sterling E. Graham, p K. K. Hackathorn, gm W. K. Brusman, cm	C. M. Hunter, pd John Wyman, pmm R. H. DeLany, ce	Wayne Skakel, nd Eleanor Hanson, wd	AP WH
WHK-FM *1947*	*Ch. 264 (B)* *100.7mc* *11.5kw*						
WJMO 1947	1540 1,000-D	Friendly Bcstg. Co. 2157 Euclid Ave. Superior 1-4424	United	Richard Eaton, p	Albert Lanphear, gm	C. C. Courtney, ce	L-W UP Ray.
WJW 1932	850 5,000 DA-1	WJW Inc. 1375 Euclid Ave. Superior 1-0101	ABC H-R Reps.	William M. O'Neil, p Lawrence Webb, vp & treas. William Lemmon, evp	Harold W. Waddell, cm Bruce MacDonald, pd Gerald G. Roberts, ce	Marvin Cade, nd Jim Graner, sd Jane Stevens, wd	Assoc. UP WE
WJW-FM *1948*	*Ch. 281 (A)* *104.1mc* *19kw*						
WNKB (TV) 1948		National Bcstg. Co. Inc. 815 Superior Ave. Cherry 1-0942	(For full information see TELECASTING Yearbook)				
WTAM 1923	1100 50,000	National Bcstg. Co. Inc. 815 Superior Ave. Cherry 1-0942	NBC NBC Spot Sales	Hamilton Shea, gm William P. Dix Jr., slm Charles F. Hutaff, adv., prom. & mrchdsng. d	Norman L. Cloutier, pd S. E. Leonard, engr. in chg. J. E. Hines, d of pub. affairs	Edward R. Wallace, n & sp. events d Tom Manning, sd	Thes. AP, UP RCA
WTAM-FM *1948*	*Ch. 289 (B)* *105.7mc* *14kw*						
WXEL (TV) 1949		Empire Coil Co. Inc. 1630 Euclid Ave. Tower 1-8989	(For full information see TELECASTING Yearbook)				
CLEVELAND HEIGHTS							
WSRS 1947	1490 250	WSRS Inc. 2156 Lee Rd. Erieview 1-2005	Ohio State Forjoe	Samuel R. Sague, p, gm & pd George P. Bickford, secy	J. D. Kelly, cm Richard E. Kaiser, opers. m	A. Robert Engel, nd	L-W AP RCA
WSRS-FM 1947	*Ch. 237 (B)* *95.3mc* *1kw*						
COLUMBUS							
WBNS 1924	1460 5,000-D 1,000-N DA-N	RadiOhio Inc. 33 N. High St. Adams 9265	CBS Blair	Richard A. Borel, gm W. I. Orr, cm Geer Parkinson, pd	Jim Yerian, pmm Lester Nafzger, ce Marge Ruddock, asst. prom. d	Chet Long, nd Bill Zipf, fd Fern Sharp, wd	AP

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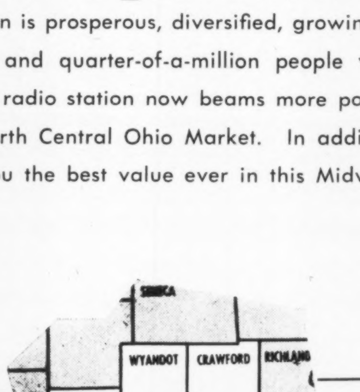
Take a Big Bite. . .

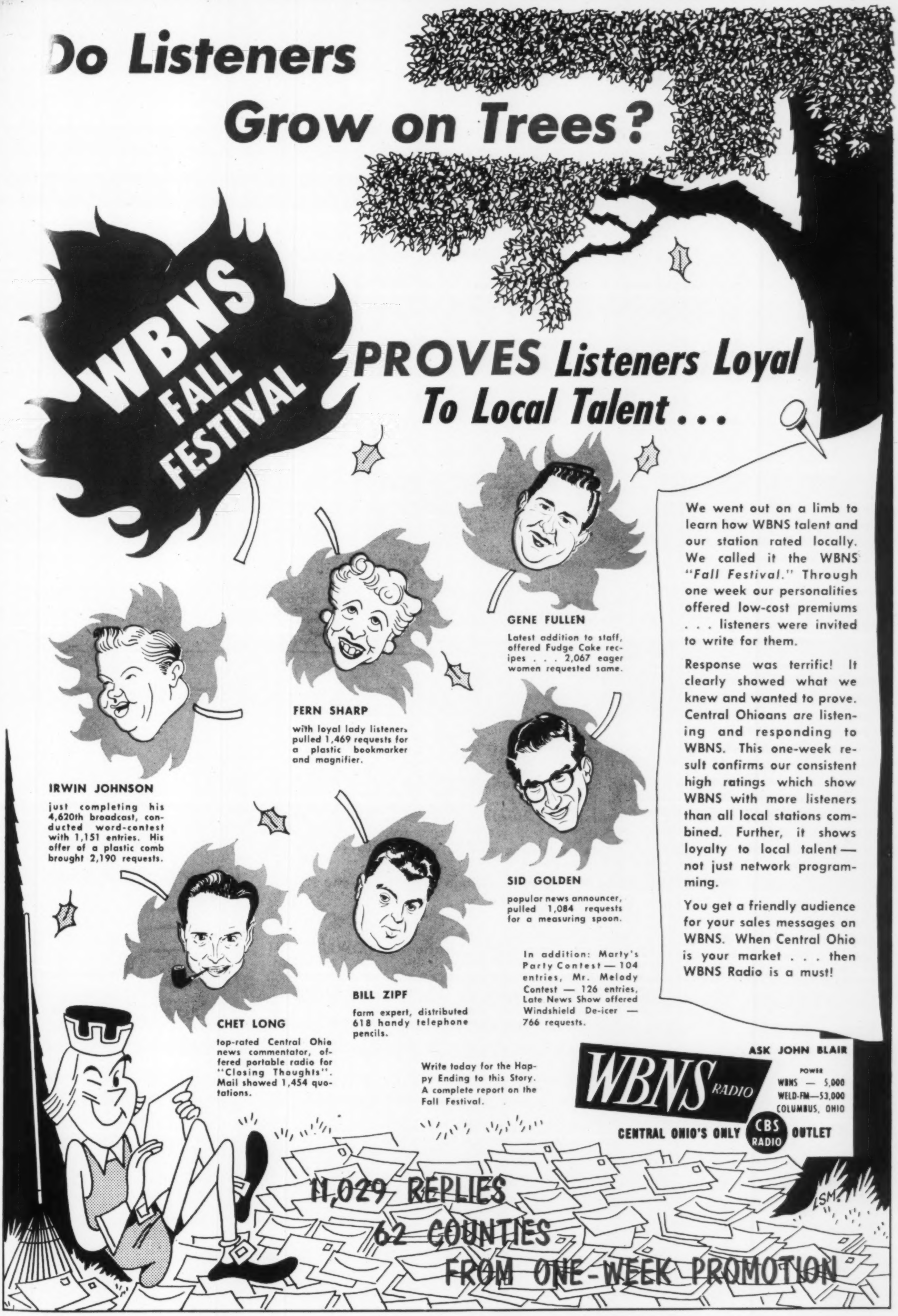
Here's one garden spot where you'll be in—not out—if you eat the apple. Our 7-county garden is prosperous, diversified, growing—filled with new industries and quarter-of-a-million people with money to spend. And our radio station now beams more power than ever over this rich North Central Ohio Market. In addition we've added FM to give you the best value ever in this Midwest seller's paradise.



WMRN AM and FM

ABC in MARION, OHIO

Do Listeners Grow on Trees?



PROVES Listeners Loyal To Local Talent . . .

GENE FULLEN

Latest addition to staff, offered Fudge Cake recipes . . . 2,067 eager women requested same.

FERN SHARP

with loyal lady listeners pulled 1,469 requests for a plastic bookmarker and magnifier.

IRWIN JOHNSON

just completing his 4,620th broadcast, conducted word-contest with 1,151 entries. His offer of a plastic comb brought 2,190 requests.

SID GOLDEN

popular news announcer, pulled 1,084 requests for a measuring spoon.

BILL ZIPF

farm expert, distributed 618 handy telephone pencils.

CHET LONG

top-rated Central Ohio news commentator, offered portable radio for "Closing Thoughts". Mail showed 1,454 quotations.

In addition: Marty's Party Contest — 104 entries, Mr. Melody Contest — 126 entries, Late News Show offered Windshield De-icer — 766 requests.

We went out on a limb to learn how WBNS talent and our station rated locally. We called it the WBNS "*Fall Festival.*" Through one week our personalities offered low-cost premiums . . . listeners were invited to write for them.

Response was terrific! It clearly showed what we knew and wanted to prove. Central Ohioans are listening and responding to WBNS. This one-week result confirms our consistent high ratings which show WBNS with more listeners than all local stations combined. Further, it shows loyalty to local talent — not just network programming.

You get a friendly audience for your sales messages on WBNS. When Central Ohio is your market . . . then WBNS Radio is a must!

Write today for the Happy Ending to this Story. A complete report on the Fall Festival.

ASK JOHN BLAIR

WBNS RADIO

POWER
WBNS — 5,000
WELD-FM — 53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
COLUMBUS	**(Cont'd)**						
WBNS-TV **1949**		The Dispatch Printing Co. 495 Olentangy Blvd. Fletcher 2611	(For full information see TELECASTING Yearbook)				
WELD(FM) *1940*	*Chan. 246 (B)* *97.1mc* *100kw*	*(WBNS, AM affiliate)*					
WCOL **1922**	1230 250	Air Trails Inc. E. Broad at Young St. Main 4581	ABC Sawyer Net. H-R Reps.	Charles E. Sawyer, p & treas. J. Pattison Williams, evp. Adna H. Karns, vp & gm	William L. Belaney, pd Martha Hoskins, pmm Harold E. Beard, ce	Walter Furniss, nd Dean Boyer, sd	Wld. UP
WCOL-FM *1948*	*Ch. 222 (A)* *92.3mc* *33kw*						*Wld.* *UP* *WH*
WHKC **1921**	610 5,000-DA-N	United Bcstg. Co. 22 E. Gay St. Adams 1101	MBS Raymer	Sterling Graham, p Carl M. Everson, gm Harry H. Hoessly, c & pmm	John B. Moses, pd William C. Minor, ce	Budd Sweeney, n & sd George Zeis, fd Ann Duffy, wd	L-W UP, INS RCA
WHKC-FM *1948*	*Ch. 254 (B)* *98.7mc* *15kw*						
WLWF(FM) *1949*	*Ch. 242 (B)* *96.3mc* *15kw*	*Crosley Bcstg. Co.* *3165 Olentangy* *Jefferson 5441*		*James D. Shouse, chmn. of board* *Robert E. Dunville, p*			
WLWC (TV) **1949**		Crosley Bcstg. Corp. 3165 Olentangy Jefferson 5441	(For full information see TELECASTING Yearbook)				
WOSU 1922	820 5,000 L-Dallas	The Ohio State University University 3148	NAEB Tape	Howard L. Bevis, p Jacob B. Taylor, vp & bus. m Robert C. Higgy, d William H. Ewing, prog. sup.	Alphonseus J. Boggioni, ce Donald J. Erb, nd Larry Sarbaugh, fd	Marvin Homan, sd Cleoria M. Ewalt, wd	Thes. UP RCA
WTVN (TV) **1949**		Picture Waves Inc. 753 Harmon Ave. Fletcher 4361	(For full information see TELECASTING Yearbook)				
WVKO **1951**	1580 1,000 D-DA	Skyway Bcstg. Corp. 274 So. 3rd St. Main 5247	Standard, Buckeye Forjoe	Gustav Hirsch, p Bert Charles, gm & pd Bill Arthurs, cm	Rita Bender, pmm William Hammett, ce John Terry, nd	Bob Howard, sd Barbara Foley, wd	Assoc., Cap UP WE
WVKO-FM *1951*	*Ch. 234 (A)* *94.7mc* *52kw*						
COSHOCTON							
WTNS **1947**	1560 1,000-D	Coshocton Bcstg. Co. 114 N. 6th St. 1560	Buckeye	Bruce Wallace, p & gm James T. Sigman, cm Michael Joseph, pd & nd	D. E. Wiggins, ce Ray Hayes, fd	Stan Robinson, sd Iris C. Latham, wd	Thes. UP Ray.

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WRFD Reaches "R.F.D. Ohio" At Much Less Cost!

It was a great step forward when the United States Post Office instituted Rural Free Delivery. It meant that folks in the rural areas of America could be reached almost as easily as those living in the cities and towns! Yes, Rural Free Delivery was a great advance, but here's an even better, much less expensive way to reach buyers in Ohio's BILLION DOLLAR RURAL MARKET! Put your sales message on WRFD—the station that farmers depend upon and listen to for the best in farm features and programs plus well produced entertainment! WRFD gives you deeper penetration at LOWER COST than any other advertising medium! Ohio's Rural Radio Station SELLS Ohio's Rural Market! For the complete WRFD story, telephone the studios (Franklin 2-5342) or get in touch with our national representative.

WRFD — WORTHINGTON, OHIO — PEOPLES BROADCASTING CORP.

WRFD

5,000 WATTS AT 880 KC.

GEORGE W. CLARK, INC.—NATIONAL REP.

XUM

DAYTON							
WHIO 1935	1290 5,000-DA-N	Miami Valley Bcstg. Corp. 45 So. Ludlow St. Adams 2261	CBS Hollingbery	James M. Cox Jr., p Robert H. Moody, gm Wade H. Alley, natl. slm & pd	Chuck Gay, pmm Charles E. Wolaver, mrchdng. m Ernest Adams, ce	Fred Brophy, nd Lou Emm, sd Madeline Wise, wd	St. AP, UP, INS WE
WHIO-FM *1948*	*Ch. 256 (A)* *99.1mc* *19kw*						
WHIO-TV 1949		Miami Valley Bcstg. Corp. 1414 Wilmington Ave. Kenmore 4143	(For full information see TELECASTING Yearbook)				
WING 1924	1410 5,000-DA-N	Great Trails Bcstg. Co. Inc. 121 N. Main St. Hemlock 3773	ABC Air Trails H-R Reps.	Charles Sawyer, p J. P. Williams, evp Adna H. Karns, vp & gm Charles G. Reeder, pd	James Bennett, pmm Howard Ryan, ce Jack Ziegin, nd	Peter Hansson, sd Betty Ann Horstman, wd	Wld. AP Col.
WLWB *(FM)* *1949*	*Ch. 248 (A)* *97.5mc* *18kw*	*Crosley Bcstg. Corp.* *140 W. 9th St.* *Cherry 1822*		*R. E. Dunville, p* *H. P. Lasker, gm*	*Neal Van Ells, pd*	*L. G. Sturgill, ce*	.... *RCA*
WTWO (TV) 1949		Crosley Bcstg. Corp. 4595 S. Dixie Hgwy. Walnut 2101	(For full information see TELECASTING Yearbook)				
WONE 1949	980 5,000 DA-2	Skyland Bcstg. Corp. 5 S. Jefferson St. Michigan 6501	MBS Headley-Reed	Ronald B. Woodyard, gm	Louis G. Froelich, cm	Paul Sullivan, nd	Cap. AP RCA
WTWO(FM) *1949*	*Ch. 284 (B)* *104.7mc* *43kw*	*(WONE, AM Affiliate)*					
WONE-TV (CP)		Skyland Bcstg. Co. 5 S. Jefferson St. Michigan 6501	(For full information see TELECASTING Yearbook)				
DEFIANCE							
WONW 1948	1280 500-DA-N	Tri-State Bcstg. Inc. U. S. Route 24 3-2226	Devney	R. W. Crowell, p Glenn R. Thayer, vp & gm	Paul R. Murphy, pd	William Dommer, sd	Assoc. AP G
DOVER							
WJER 1950	1450 250	Dover Bcstg. Co. Inc. 210 Blvd. 4-2126		Agnes J. Reeves Greer, p W. B. Steis, m John C. Needs, cm	Ed Paulin, pd & sd Don Graff, ce Lou Boda, fd & nd	Joye Beal, wd	Wld. UP Col.
EAST LIVERPOOL							
WLIO 1948	1570 1,000-D	Pottery Bcstg. Co. Turk Motors Bldg. 5190					
WOHI 1949	1490 250	East Liverpool Bcstg. Co. P. O. Box 156 Main 1490	Grant	Richard V. Beatty, p Robert E. Metcalfe, g & pmm, pd George T. Farrall, cm & fd	Mike A. Battle, ce Andrew Coleman, nd	James Lowery Jr., sd Mary Jane Ready, wd	Wld. AP RCA
ELYRIA-LORAIN							
WEOL 1948	930 1,000-DA-2	Elyria-Lorain Bcstg. Co. Elyria Savings & Trust Bldg. Elyria 2255	Buckeye	Roy W. Ammel, p Maurice J. Condon, gm & cm Donald C. Kirk, pd	Jack O'Brien, pmm Gerald McCasland, ce Douglas Lillico, traffic m	Jack Lavreha, nd Jess Stevens, sd	Wld. UP RCA
WEOL-FM *1948*	*Ch. 297 (B)* *107.3mc* *15kw*						
FINDLAY							
WFIN 1941	1330 1,000-D	Findlay Publ. Co. 500½ S. Main St. 1330	McGillvra	R. Lowell Heminger, p Harold H. Heminger, g & cm Jack E. Douglas, pd	Edgar Smith, ce Jim Corbett, nd	John Hutson, fd Dick Davis, sd	Thes. AP, UP, INS Col.
WFIN-FM *1948*	*Ch. 263 (B)* *100.5mc* *8.2kw*						*AP, INS, UP* *GE*

NARND
Award
WFIN

WFIN THE ONLY

NON-METROPOLITAN STATION SO HONORED

WFIN is one of but seven stations in the United States to win the much-respected 1952 distinguished achievement award of the National Association of Radio News Directors . . . for outstanding service in radio news. *WFIN is the one and only non-metropolitan station to be so honored.*

That is FACT . . . Fact upon which you can depend! We submit our earning of this award in radio news as the best and most eloquent testimony as to the high standards of programming we insist upon at WFIN . . . Northwest Ohio's leader in news, music, sports, and farm programs.

If you are interested in getting your sales message to the people of Northwest Ohio, WFIN Stands ready and able to serve.

NATIONAL REPRESENTATIVES, JOSEPH HERSHEY McGILLVRA INC.

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
FOSTORIA							
WFOB 1952	1430 1,000-DA-2	Seneca Radio Corp. P. O. Box 589 5666		Andrew Emerine, p L. R. Kranz, vp Mel Murray, secy., gm & sd	Robert Kuhn, pd, nd & fd Roger Wise, cm	Farrell Elsea, ce J. Waltermeyer, wd	Cap., SES. UP RCA
WFOB-FM *1946*	*Ch. 244 (A)* *96.7mc* *1kw*						.... *GE*
FREMONT							
WFRO 1949	900 500-D-DA	Wolfe Bcstg. Co. 905 W. State St. Main 3401	Best	Robert F. Wolfe, p & gm J. Weddell Kerr, cm	Frank Swartz, pd & fd Allen Kaubel, ce	Arthur Smith, n & sd	Thes. INS Ray.
WFRO-FM *1946*	*Ch. 257 (A)* *99.3mc* *1kw*						.... *GE*
GALLIPOLIS							
WJEH 1950	990 250-D	Ohio Valley on the Air P. O. Box 244 1160	KBS Grant	John E. Halliday, p Truman A. Morris, gm (Mrs.) Marianne B. Campbell, sm	Don W. Hughes, pd T. R. Cowie, pmm Charles Husson, ce	Parks Robinson, nd William Watterson, fd Tom D. Halliday, sd	Cap. UP G
HAMILTON							
WMOH 1944	1450 250	The Fort Hamilton Bcstg. Co. Second Nat'l. Bank Bldg. 4-6543	MBS, KBS Grant	Robert J. Briede, p Robert L. Odson, gm Raymond C. Motley, cm & sd	Norman E. Keller, pd Luther G. Bassett, pmm Gerard H. Caine, ce	Virginia R. Blevens, traffic m Milly Soule, f & wd	L-W UP Col.
WMOH-FM *1948*	*Ch. 278 (A)* *103.5mc 8.7kw*						
IRONTON							
WIRO 1951	1230 250	Iron City Bcstg. Co. 360	MBS, KBS McGillvra	Ted M. Nelson, p Clinton E. McElroy, gm	William P. Shannon, cm	Clarence A. Baker, ce	.... AP G
LANCASTER							
WHOK 1948	1320 500-D	Hocking Valley Bcstg. N. Memorial Dr. 4500	McGillvra	Dr. Nelson Embrey, p Donald W. White, act. m & nd	Roy Stingley, pd & fd R. F. Roundhouse, ce	Allen C. Evans, sd Nancy H. Daugherty, wd	Thes. UP G
LIMA							
WIMA 1948	1150 1,000-DA-N	N. W. Ohio Bcstg. Corp. 223 N. Main St. 3-2660	ABC Weed	G. E. Hamilton, p R. W. Mack, gm C. B. Heller, cm	Easter Straker, pd & wd Robert McDermott, pmm & fd Albert Smith, ce	Tom Wade, nd Bill Frink, sd	.... AP RCA
WIMA-FM *1948*	*Ch. 271 (B)* *102.1mc* *15.5kw*						.... *WH*
WIMA-TV (CP)		N. W. Ohio Bcstg. Co. 223 N. Main St. 3-2660	(For full information see TELECASTING Yearbook)				
WLOK 1936	1240 250	WLOK Inc. 1108 Nat'l. Bank Bldg. 6-3411	NBC H-R Reps.	L. A. Pixley, p R. O. Runnerstrom, gm Lyle P. Lee, cm Dave Lee, pd	Pete Stanley, pmm Darrell Hunter, ce Joe Rex, nd	Perry Beaumont, fd Ed. Ulrick, sd Marian Fletcher, wd	Wld. UP RCA
WLOK-FM *1948*	*Ch. 277 (B)* *103.3mc* *0.34kw*						.... *WE*
WLOK-TV (CP)		WLOK Inc. 1101 Natl. Bank Bldg. 6-3411	(For full information see TELECASTING Yearbook)				
MANSFIELD							
WMAN 1939	1400 250	Richland Inc. Ohio Theatre Bldg. 4235	ABC Taylor	Mrs. M. F. Rubin, o J. M. O'Hara, p, g & cm Robert A. James, pd	Carl C. Kindt, pmm William E. Morrison, ce William Kennedy, nd	Pres Roper, fd Richard Norman, sd	L-W AP RCA
MARIETTA							
WMOA 1946	1490 250	Marietta Bcstg. Co. P. O. Box 201 1690	MBS McGillvra	William G. Wells, p R. Sanford Guyer, gm Fred Reynolds, cm	Thomas B. Butscher, pd & nd Charles Clark, ce Hal Willard, fd	David R. Pyles, sd Leah R. Thorla, wd	.... UP Col.
MARION							
WMRN 1940	1490 250	The Marion Bcstg. Co. N. Main St. 2-666	ABC	Robert T. Mason, p & gm Robert T. Mason, Jr., cm Marjorie Williams, pmm	Francis J. Peters, ce Joseph J. Ionne, nd	Robert E. Sullivan, sd Madge L. Cooper, wd	Thes UP RCA
WMRN-FM *1952*	*Ch. 295 (B)* *106.9mc* *25kw*						
MASSILLON (Canton)							
WMAC(TV) 1953		Midwest TV Co. 500 Security Blvd. Toledo, O.	(For full information see TELECASTING Yearbook)				
MIDDLETOWN							
WPFB 1947	910 1,000-D 100-N	Paul F. Braden Central Ave. 2-3625		Paul F. Braden, p & gm Charles R. Daly, cm John R. Kistler, pd & pmm	Laurace Beckwith, ce Dan Humphreys, nd Homer Tingle, fd	Warren Johnson, sd Fern Troutvine, wd	L-W **AP** ....
MT VERNON							
WMVO *(FM)* *1951*	*Ch. 229 (B)* *93.7mc* *3.2kw*	*Mt. Vernon Bcstg. Co.* *P. O. Box 86* *7-2626*		*D. T. Burnes, o & p*			
NEWARK							
WCLT 1949	1430 500-D	Advocate Printing Co. 4007	Meeker	Thomas A. Rogers, gm Robert Pricer, cm	Richard Welsbacher, pd Ben Windle, ce Ned Stout, n & fd	Parnell Egan, sd Lorell Nelson, wd	Thes. AP G
WCLT-FM *1947*	*Ch. 262 (B)* *100.3mc* *8.5kw*						.... *GE*
PIQUA							
WPTW 1947	1570 250-D	Miami County Bcstg. 1625 W. Covington Ave. 1420		Richard E. Hunt, p & gm Sam Collins, cm	Robert Bubp, pd, sd & pmm Bob Blaney, ce	Bill Fox, n & fd Rita Swob, wd	Wld. AP Col.
PORTSMOUTH							
WNXT 1951	1260 1,000-DA-1	Portsmouth Bcstg. Co. P. O. Box 1228 2-1961	ABC Everett-McKinney	Marshall Rosene, p, g & cm Dean Sturm, pd Bryson Prather, pmm	Russell Newman, ce John Thompson, nd George Wood, fd	Jack Hurst, sd Lucile Graham, wd	St. UP Ray.
WPAY 1935	1400 250	The Scioto Bcstg. Co. 1009 Gallia St. 3-2111	CBS Taylor	Roy D. Moore, p Eugene Carr, vp Gerald F. Boyd, m	O. T. Dresbach, office m Edward G. Sheridan Jr., pd Marvin M. Reed, pmm	Maurice L. Myers, ce Frank Balmert, nd Bill Green, sd	Assoc. AP RCA
WPAY-FM *1948*	*Ch. 281 (B)* *104.1mc 7kw*						

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SANDUSKY							
WLEC 1947	1450 250	Lake Erie Bcstg. Co. Cleveland Rd. & Huntington Ave. 5170	MBS Buckeye Holman	Jay E. Wagner, p, gm & sd Louis E. Mahla, asst. m Ralph Silver, cm	Bob Hinners, pd Jay Leibach, ce Ray Sherman, nd	Kathryn D. Heiser, pmm Chuck Hruby, fd Nancy Lake, wd	Wld. Thes. UP RCA
SPRINGFIELD							
WIZE 1940	1340 250	Radio Voice of Springfield Inc. 117 W. High St. 3-4955	ABC H-R Reps.	Charles Sawyer, p J. P. Williams, evp Arthur L. Martin, sm	John McEnaney, pd Victor Bushong, ce Joe Weckerle, n & sd	Norm Geron, fd Alice Bahman, wd	Wld. AP RCA
WJEL 1947	1600 500-D	Champion City Bcstg. Co. 120 S. Limestone St. 3-4676	McGillvra	George R. Walker, p Chester R. Hinkle, treas. & gm Vince Shannon, cm & sd	Robert Jenkins, pd, fd & pmm Fred Eckhardt, ce John Hezlep, nd	Joan Warren, wd	Thes. INS RCA
WWSO 1947	1210 250-D	Radio Springfield Inc. Chamber of Commerce Bldg. 3-6488	KBS Gill-Keefe & Perna	Bradley Kincaid, p R. K. Wood, vp & gm	Ford Rush Jr., pd & nd Vernon B. Yeich, ce	Robert Yontz, sd	AP Col.
STEUBENVILLE							
WSTV 1940	1340 250	WSTV Inc. Exchange Realty Bldg. 2-6265	MBS Pearson	Jack N. Berkman, p John J. Laux, evp & gm Joseph M. Troesch, asst. gm, cm & pmm	Roy Briscoe, pd Charles S. Shepherd, ce Scott McMurray, nd	Frank P. Taylor, fd Charles Donley, sd	Wld. UP WE
WSTV-FM 1947	*Ch. 278 (B)* *103.5mc* *2kw*						*WH*
TOLEDO							
WSPD 1921	1370 5,000 DA-N	Storer Bcstg. Co. 136 Huron St. Adams 3175	NBC Katz	George B. Storer, p Allen L. Haid, gm Westford F. Shannon, cm & local slm	Emerson Kimble, pd Richard H. Gourley, pmm William Stringfellow, ce	James Uelbelhart, nd Ken Lawrence, fd	L-W UP, INS WE
WSPD-FM 1947	*Ch. 264 (B)* *101.5mc* *20kw*						
WSPD-TV 1948		Storer Bcstg. Co. 136 Huron St. Adams 3175	(For full information see TELECASTING Yearbook)				
WTOD 1946	1560 1,000-D	Unity Corp. 515 Madison Ave. Garfield 5551	Headley-Reed	Edward Lamb, p Sunne Miller, gm & cm Doug Tabner, pd, nd, sd	Robert Sowers, ce Bill Arnold, fd	Barbara Baker, wd	L-W AP Ray.
WTRT (FM) 1947	*Ch. 260 (B)* *99.9mc* *8.8kw*	*(WTOD, AM affiliate)*					
WTOL 1938	1230 250	Community Bcstg. Co. Bell Bldg. Adams 3291	ABC Raymer	Frazier Reams, p Thomas S. Bretherton, gm Morton Neipp, cm	Karl R. Nelson, pd Robert Krieghoff, pmm Harold Holmes, ce	Charles Baxter, nd Joe Weaver, sd	St. AP, UP WE
WTOL-FM 1949	*Ch. 284 (B)* *104.7mc* *1.3kw*						
WARREN							
WHHH 1941	1440 5,000-DA-2	Warren Tribune Radio Station Inc. 108 Main St. 2212-9	MBS	Helen Hart Hurlbert, p Carl J. Raymond, gm, cm, pd	Lewis W. Sirigas, pmm Robert E. Hardy, ce	George Raymor, nd Danny Shaver, sd	Assoc., Ses. AP RCA
WHHH-TV (CP)		Warren Tribune Radio Station Inc. 108 Main St. 2212-9	(For full information see TELECASTING Yearbook)				

PARTNERS THREE FOR '53

It isn't necessary to come to Toledo for market, programing or availability information—because Toledo and WSPD are expertly represented right in the heart of the nation's time buying centers—New York and Chicago.

"Speedy's partner" in New York is Tom Harker, National Sales Manager of Storer Broadcasting Company—In Chicago, Bob Wood, Storer Broadcasting Midwest Sales Manager.

And in 1953 you'll find that Tom and Bob stand ready to provide information on WSPD and WSPD-TV. They bring Toledo and Northwestern Ohio—with its tremendous facts and figures of potential buying power, high retail sales, exceptional market statistics as close as your phone. So in "53" make a habit of contacting Tom and Bob—partners in Northwestern Ohio's *Sales Stations*—WSPD and WSPD-TV. It will make our wish—"A Happy New Year to you" come true.

WSPD TV

AM-TV

Storer Broadcasting Company

TOM HARKER, NAT. SALES MGR., 488 MADISON AVE., NEW YORK

Represented Nationally by KATZ

WSPD
WSPD
TOM HARKER NEW YORK
SPEEDY TOLEDO
BOB WOOD CHICAGO

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
WASHINGTON COURT HOUSE							
WCHO 1952	1250 500-D	The Court House Bcstg. Co. 113½ S. Main St. 5-6211	KBS Schepp-Reiner	L. Morse Weimer, p & gm Art Layne, pd	Carl Ebbert, ce Robert Mayer, sm, sd	Perce Harlow, nd Doris Wipert, wd	Thes, Ses. AP
WELLSTON							
WKOV 1952	1570 250-D	Stephen H. Kovalan P. O. Box 190 546		Stephen H. Kovalan, o & gm Jack R. Daniels, cm & pmm	Stan Ridge, pd & nd John J. Rupert, ce	Kenneth Williams, fd John Wilson, sd Betty Lucas, wd	UP Tem.
WOOSTER							
WWST 1947	960 1,000-D	Wooster Republican Printing Co. 760	Buckeye	Raymond E. Dix, p Edwin B. Evans, gm Quentin W. Welty, cm	Robert E. Heeter, pd & nd Burton L. Bowman, ce Harold Edwards, fd	Roy Bates, sd	Wld., Cap. AP RCA
WWST-FM *1947*	*Ch. 283 (B)* *104.5mc* *13kw*						
WORTHINGTON							
WRFD 1947	880 5,000-D	Peoples Bcstg. Corp. Franklin 2-5342	Clark	Herbert E. Evans, vp & gm Joseph D. Bradshaw, sm Harry Bruce, cm	Robert Geis, pd Phil Sheridan, pmm Harold Schaaf, ce	Bill Arthurs, nd Jim Chapman, fd Dave Collins, sd	Thes. AP RCA
YOUNGSTOWN							
WBBW 1949	1240 250	Mahoning Valley Bcstg. Corp. 260 W. Federal St. 4-4421	ABC Forjoe	John Cherpack Jr., p & ce Gene Trace, vp, gm & cm Tony Ross, pd, pmm	Dick O'Hara, nd George Michler, fd Maury Magill, sd	Betty Hanzel, wd	Assoc., L-W AP RCA
WFMJ 1939	1390 5,000 DA-N	WFMJ Bcstg. Co. 101 W. Boardman St. 3-4121	NBC Headley-Reed	William F. Maag Jr., p. gm Leonard E. Nasman, cm, pmm Ronald Richards, pd	Frank A. Dieringer, ce William Crooks, nd Elden Groves, fd	Eddie Lane, sd Mrs. Marjorie Mariner, wd	AP, UP RCA
WFMJ-FM *1947*	*Ch. 285 (B)* *105.1mc* *50kw*						
WFMJ-TV (CP)		The Vindicator Printing Co.		(For full information see TELECASTING Yearbook)			
WKBN 1926	570 5,000 DA-N	WKBN Bcstg. Corp. 3930 Sunset Blvd. 2-1145	CBS Raymer	W. P. Williamson, Jr., p & gm J. L. Bowden, sta. d. Don Brice, prod. d & pd	Howard Rempes, pmm B. T. Wilkens, ce Gene Starn, nd	Stu Wilson, fd Don Gardner, sd Elaine Carroll, wd	Wld., L-W AP, UP RCA
WKBN-FM *1947*	*Ch. 255 (B)* *98.9mc* *18.5kw*						*WH*
WKBN-TV 1952		WKBN Bcstg. Corp. 3930 Sunset Blvd. 2-1145		(For full information see TELECASTING Yearbook)			
WUTV (TV) (CP)		Polan Industries 321 8th St. P. O. Box 1720 Huntington, W. Va.		(For full information see TELECASTING Yearbook)			
ZANESVILLE							
WHIZ 1924	1240 250	Southeastern Ohio Bcstg. Sys. Inc. Lind Arcade Bldg. 2-5431	NBC Pearson	Clay Littick, p Vernon A. Nolte, gm Nate Milder, sls. d	Robert D. Maley, pd Bill Eberle, pmm William Hunt, ce	Allan Land, nd, prog. m. Bob Wagner, sd Robert F. Hodous, slm	AP, UP WE
WHIZ-TV (CP)		Southeastern Ohio Bcstg. Sys. Inc. Lind Arcade Bldg. 2-5431		(For full information see TELECASTING Yearbook)			

OKLAHOMA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations			Transc. Library, News Service Transmitter
ADA							
KADA 1934	1230 250	KADA Bcstg., Inc. First Nat'l Bldg. 12, 13	ABC, KBS, Oklahoma Taylor	Dr. C. C. Morris, p Bill Hoover, vp & gm Brown Morris, secy-treas. & sm	Nadine Mullinax, pd George Miller, Jr., ce	Zelmadean Woods, pmm & wd Monte Bell, n, f & sd	St. AP G
ALTUS							
KWHW 1947	1450 250	Altus Bcstg. Co., Inc. P. O. Box 468 1405	MBS, KBS Best	Frank E. Wimberly, p & gm	Ernest Baucum, ce	Rita Matthews, wd	AP Ray.
ARDMORE							
KVSO 1935	1240 250	John F. Easley Ardmoreite Bldg. 3030	Oklahoma Taylor	John F. Easley, p Albert Riesen, gm Dolly Dutton, pd	Gaey Varnell, pmm Wm. E. Kolb, ce	Wm. McGalliard, fd	Wld., Ses. AP Col.
BARTLESVILLE							
KWON 1941	1400 250	Bartlesville Bcstg. Co. Union Nat'l Bank Bldg. 1400	MBS	J. Fred Case, p & gm John Collins, cm	R. J. Burton, pd	James A. Wireman, ce	AP WE
BLACKWELL							
KBWL 1952	1580 250-D	Star Bcstg. Co., Inc. 309		Randall L. McCarrell, gm	Charles Hobbs, ce		Thes. AP G
CHICKASHA							
KWCO 1946	1560 1,000-D 250-N-DA-N	Washita Valley Bcstg. Co. KWCO Bldg. 2899	MBS, KBS	Phil Jackson, p & gm Hoyt Caldwell, cm Lorene Null, pd	Neal Allen, ce & nd Reford Melton, pmm	Gene Cunningham, fd Jodie Sevier, wd	AP G
CLINTON							
KWOE 1949	1320 1,000-D	Western Okla. Bcstg. Co. Box 706 617	Best	V. M. Preston, gm Leo A. Tremblay, slm	Lew Preston, pd, pmm & fd Hubert Gaston, ce	Max Mott, nd Evelyn Preston, wd	SES UP Ray.
CUSHING							
KWHP 1952	1600 1,000-D	Wm. Howard Payne 203 N. Harrison 922		William Howard Payne, o & gm Jerry Watson, cm, sd Bing Hampton, asst. m, nd	DeWitt Waites, pd LoRena Payne, pmm Charles F. Hebard, ce	Lou Allard, fd Mary Louise Blood, wd	Thes. AP G
DUNCAN							
KRHD 1947	1350 250-D 100-N	Duncan Bcstg. Co. 17th & Pine 1350	MBS	R. H. Drury, p Leo R. Morris, g, cm & sd	Henry Mattison, pd & nd Dale Bishop, ce	Bill Brubaker, fd	Wld. UP WE

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XUM

Take another look at the 30th Market

In the 30th market, there's more than a half-million population with an unusually high effective buying income.

YOUNGSTOWN METROPOLITAN AREA

POPULATION: 528,498 — 30th in U. S.— 3rd in Ohio
RETAIL SALES: $536,904,000
FOOD SALES: $142,746,000
GENERAL MERCHANDISE SALES: $61,740,000
FURNITURE SALES: $27,038,000
AUTOMOTIVE SALES: $97,082,000
DRUG SALES: $12,199,000
EFFECTIVE BUYING INCOME: $893,055,000
E.B.I. PER CAPITA: $1,649
E.B.I. PER FAMILY: $5,903

SOURCE: Sales Management Survey of Buying Power (Copyright 1952, further reproduction not licensed). 1950 Census of Population.

Radio tune-in is high in the 30th market, and WKBN is the station to which they tune.

YOUNGSTOWN HOOPER REPORT

Radio sets-in-use figures are high in Youngstown.
Morning 19.5 Afternoon 24.3 Evening 28.1
WKBN has the greatest Share of Audience.
Morning 40.8 Afternoon 43.2 Evening 41.0
46 out of the top 60 Hooperated programs in Youngstown are on WKBN.

SOURCE: Report of C. E. Hooper, Inc. for Youngstown, Ohio, Dec. 1951 through March 1952.

In addition, WKBN reaches a large population in counties surrounding the 30th market.

WKBN BMB REPORT

Daytime: 21 counties 224,180 families 759,970 listeners.
Nighttime: 16 counties 214,450 families 726,985 listeners.
40% increase over 1946.
84% listen from 3-7 times per week.

SOURCE: BMB Station Audience Report, Study No. 2, Spring 1949. 1950 Census of Population.

CBS

WKBN

YOUNGSTOWN, OHIO

5000 watts **570 kc** ***represented* by RAYMER**

OKLAHOMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
DURANT							
KSEO 1947	750 250-D	Democrat Printing Co. Democrat Bldg. 2200		R. F. Story, co-o Bennett Story, co-o	Leroy W. Moses, g & cm	Leonard Brown, ce	St. AP GE
KSEO-FM *1947*	*Ch. 297(B)* *107.3mc* *2.9kw*						
ELK CITY							
KASA 1932	1240 250	Southwest Bcstg. Co. 730	MBS	Lonnie J. Preston, p, gm & fd	Alice Howenstine, nd & wd		.... UP Ray.
ENID							
KCRC 1931	1390 1,000 DA-1	Enid Radiophone Co. Broadway Tower 447	ABC, Oklahoma Taylor	Milton B. Garber, p Guy B. Farnsworth, gm H. P. Hale, cm	Byron Napier, prog. m Murray D. Coleman, ce	Cecil E. Hill, nd Bill Orum, sd	L-W AP Col.
KGWA 1950	960 1,000 DA-1	Public Bcstg. Service, Inc. Box 949 4230	MBS Rambeau	Geo. Hutchison, p H. J. Godschalk, g & pmm Tom Belcher, cm	Lorraine Cansler, pd Wm. Teitzel, Jr., ce	Dick White, n & sd Blaine Smith, fd Helen Godschalk, wd	St. UP G
FREDERICK							
KTAT 1948	1570 250-D	Frederick Bcstg. Co. P. O. Drawer 920 1010	KBS Oklahoma Best	Ron Wheeler, co-o, gm, f & sd Dan Jones, co-o, ce & nd	Win Jones, co-o Mary Wheeler, pd & wd	Evelyn Jones, bus. m	Cap. UP G
GUYMON							
KGYN 1948	1220 1,000-D	Plains Bcstg. Co., Inc. 21st & Lelia Sts. 888	Best	T. M. Raburn, Jr., p & gm	Edward J. Slater, cm	Herbert L. Noyes, ce	Thes., Wld. UP G
HOBART							
KTJS 1947	1420 250-D	T. J. Shriner 315 E. 11th St. 1070	KBS	T. J. Shriner, p, ce, n & sd	Mary Jo Shriner, pd & wd	Tom Morris, fd	.... AP G
HOLDENVILLE							
KWSH 1948	1260 1,000 DA-2	(See Wewoka listing)					
HUGO							
KIHN 1948	1340 250	Little Dixie Bcstg. Co. East on Highway 70 1140	KBS	George L. Malone, p James F. Hendrix, gm	Elzie B. Parker, cm	Dalton E. Jones, ce	SES AP G
IDABEL							
KIDB (CP)	1240 250	Winston O. Ward					
LAWTON							
KSWO 1941	1380 1,000 DA-2	Oklahoma Quality Bcstg. Co. 406½ D Ave. 1380	ABC, Oklahoma Taylor	R. H. Drewry, p Allan Page, gm Neil Ashlock, cm	Morgan Roberts, pd William D. Buford, ce Bill McReynolds, pmm & nd	Paul Goode, bus. m Len Morton, sd Carol Carter, wd	L-W UP WE
____(TV) (CP)		Oklahoma Quality Bcstg. Co.		(For full information see TELECASTING Yearbook)			
McALESTER							
KNED 1950	1150 1,000-D	Pittsburg County Bcstg. Co. Aldridge Hotel, Box 73 1460		Ray VanHooser, p & gm Phil Reed, cm Juanita VanHooser, pd	Lena Hopkins, office m & wd Dexter Ferry, ce	Berlon Hampton, nd Wayne Gunn, fd Jerry Watson, sd	Cap., Thes. UP G
KTMC 1946	1400 250	McAlester Bcstg. Co., Inc. Box 157 2411	ABC, Oklahoma Taylor	William E. Young, p Jim Wilson, gm & nd Bob Baggett, cm	Jay Harmon, pd Harold Duncan, ce	Geraldyne Jones, pmm Bill Skeith, sd	.... AP G
MIAMI							
KGLC 1948	910 1,000 DA-1	Miami Bcstg. Co. Hotel Miami 3303	KBS Young	M. K. Hutts, p Kenyon Brown, exec. vp Charles L. Unger, Jr., gm	Bill York, pd Louis Stone, ce	Russ Martin, sd Opal Wright, wd	.... AP WE
MUSKOGEE							
KBIX 1936	1490 250	Oklahoma Press Pub. Co. 9th Floor Barnes Bldg. 302, 303	ABC, Oklahoma Taylor	Tams Bixby, Jr., p Wally Weber, gm	Howard Whiteley, pd Eugene O. Edwards, ce	Joe Hasler, nd	Thes. UP ....
KMUS 1948	1380 1,000-D 500-N-DA-N	Eastern Oklahoma Bcstg. Corp. 412½ Court St. 656	Eastern Oklahoma Pearson	R. M. Mountcastle, p Jimmie Barry, g & cm George Overton, pd & nd	Paul Weatherbee, pmm Jim Keitel, ce	Bill Mercer, sd Nancy Howard, wd	Wld., St. UP G
KMUS-FM *1947*	*Ch. 268 (B)* *101.5mc* *8.7kw*						
NORMAN							
KNOR 1949	1400 250	Cleveland County Bcst. Co. Box 542 474		Tol Dickenson, o Wm. S. Morgan, ptnr.	Gene Stansberry, pd Gene Morris, ce	Dick Knowles, nd Jim Hughes, sd	Wld. UP Col.
*WNAD 1920	640 1,000-D	Univ. of Oklahoma Faculty Exchange 900		John W. Dunn, gm Hugh M. Mix, pd	Mima Smethers, pmm Remy M. Perot, ce	Glen Kezer, nd Curt Floyd, sd	.... WE

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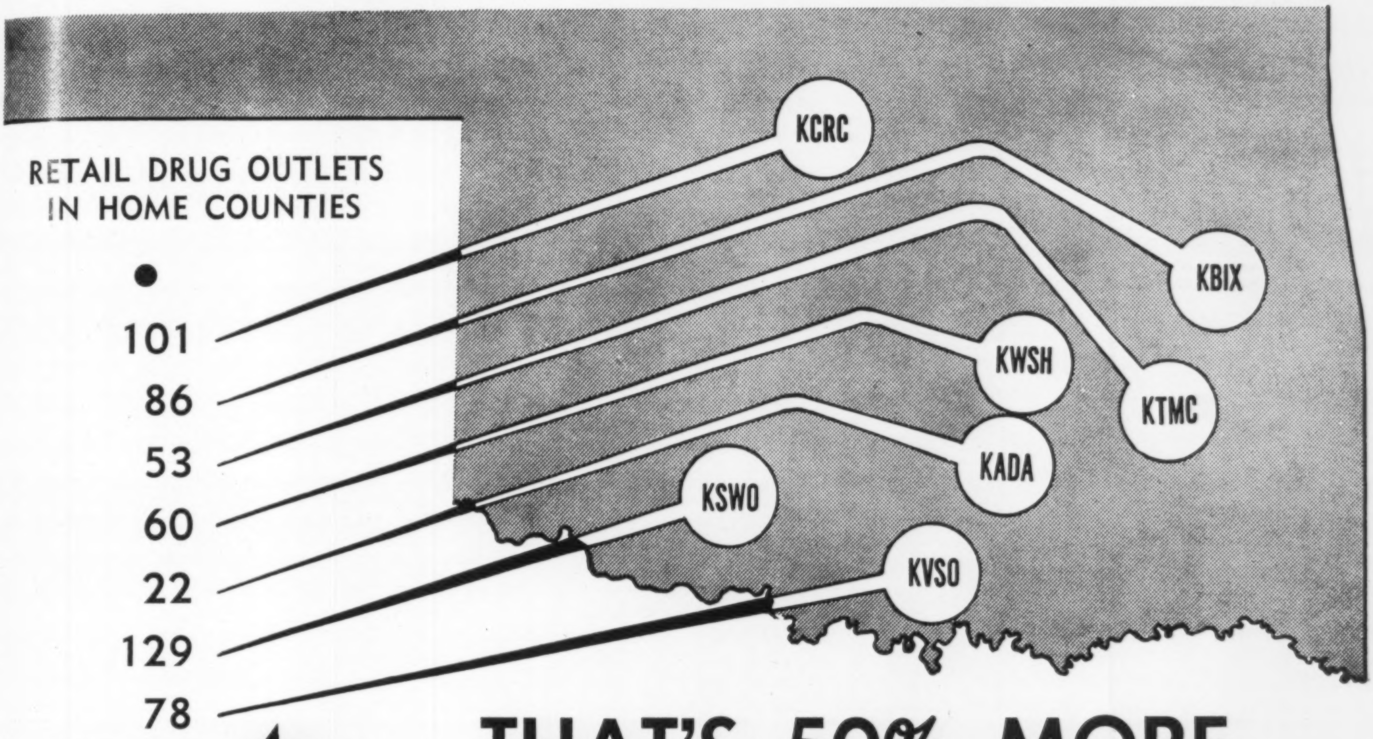
THE 21ST MARKET

1st IN DRUG OUTLETS IN OKLAHOMA



RETAIL DRUG OUTLETS
IN HOME COUNTIES

●

101
86
53
60
22
129
78

529*

EXCLUSIVE

IN MERCHANDISING THESE OUTLETS

Oklahoma Network stations offer complete and guaranteed unified merchandising of these 529 drug stores.

The Oklahoma Network stations offer in one package with one invoice at one price with a generous group discount a primary market in Oklahoma whose population and retail sales are greater than those of the 21st Standard Metropolitan Area.

THAT'S 50% MORE DRUG STORES THAN THERE ARE IN CINCINNATI, OHIO

***ASK THE O. L. TAYLOR CO.
FOR FURTHER DETAILS***

*FROM THE 1952-53
CONSUMER MARKETS

OKLAHOMA NETWORK

KBIX, Muskogee; KCRC, Enid; KADA, Ada; KWSH, Tri-Cities; KSWO, Lawton; KTMC, McAlester; KVSO, Ardmore

OKLAHOMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
OKLAHOMA CITY							
KBYE 1947	890 1,000-D	State Bcstg. Co. 9th & Broadway 3-2323		Kenyon Brown, p			
KLPR 1947	1140 1,000-D	Byrne Ross 128½ W. Commerce St. 3-6358		Byrne Ross, o & gm Fred Farha, cm Kathleen Burkett, pd	Jacob A. Davis, ce Robert R. Harrison, pmm Grant Ladd, nd	Douglas Carruth, fd L. H. Bengtson, sd Mary Dean Sanders, wd	.... AP Ray.
KOCY 1922	1340 250	Plaza Court Bcstg. Co. Plaza Court Bldg. 3-4333	MBS Walker	Matthew H. Bonebrake, p George R. Collisson, gm	John D. Harrison, pd Howard L. Hollars, ce	Bob Murphy, sd	St. AP Col.
KOMA 1927	1520 50,000 DA-N	KOMA, Inc. Box 983 8-6641	CBS Avery-Knodel	John Griffin, p J. J. Bernard, gm Raymond Ruff, loc. slm & pmm	Ben Holmes, nat'l slm Martin H. Fuller, pd Morris W. Thomas, ce	Bob Eastman, nd Harold Mock, fd Carroll Freeman, sd	L-W, St. UP WE
KTOK 1927	1000 5,000 DA-2	KTOK, Inc. 1800 W. Main 3-8352	ABC, Oklahoma Taylor	Wendell Mayes, p E. L. Colbourn, gm	Dick Kirchner, pd Clif Easum, ce	Harold Phillips, nd	Wld., Thes. AP, UP WE
KTOW 1948	800 250-D	Sooner Bcstg. Co. Liberty Bank Bldg. 2-6367	Rambeau	Ralph Ball, p Rex M. Lester, Jr., gm	Ross Baker, cm Bill Bryan, pd, n & sd	John Witt, ce Jean Hamilton, wd	.... GE
WKY 1920	930 5,000 DA-N	WKY Radiophone Box 8668, Britton Station 88-2161	NBC Katz	E. K. Gaylord, p P. A. Sugg, m Hoyt Andres, asst. sm Eugene B. Dodson, adm. asst.	Robert E. Chapman, cm Paul O. Brawner, pd Ray Scales, pub. rel. m H. J. Lovell, ce	James Terrell, nd Sandy Saunders, fd Prissy Thomas, pub. serv. d	St. AP, UP RCA
WKY-TV 1949		WKY Radiophone Co. P. O. Box 8668 88-2161	(For full information see TELECASTING Yearbook)				
OKMULGEE							
KHBG 1937	1240 250	Okmulgee Bcstg. Corp. Times Bldg. 3646	MBS, Eastern Oklahoma Pearson	Donald W. Reynolds, p Weldon Stamps, gm	John R. Trotter, sm Gladys LeGrand, pd	John Brennerman, ce	.... AP G
PAULS VALLEY							
KVLH 1947	1470 250-D	KVLH Bcstg. Co. Highway 77 N. 1470-1471	KBS Best	James T. Jackson, p Phil Crenshaw, gm	Jim Gray, cm & fd George Rountree, ce	Don Hughes, n & sd	Cap. UP Col.
PONCA CITY							
WBBZ 1928	1230 250	Ponca City Publishing Co. 1601 E. Oklahoma Ave. 6607	MBS Pearson	Clyde E. Muchmore, ptnr. Gareth B. Muchmore, ptnr. Allan W. Muchmore, ptnr Cy Casper, gm	Milton E. Sheid, cm William C. Maugans, pd, pmm, nd & fd Carrol Blewster, ce	Don Putman, fd Bill Platt, sd Lawanda Boles, wd	Wld. AP G
PRYOR							
KOLS 1950	1570 250-D	L. L. Gaffaney 5th & S. Mill Sts. 1263	Eastern Oklahoma	L. L. Gaffaney, p, gm & nd	Mrs. L. L. Gaffney, cm	R. L. Padgett, ce	SES. AP G.
SEMINOLE							
KWSH 1948	1260 1,000 DA-2	(See Wewoka listing)					
SHAWNEE							
KGFF 1930	1450 250	KGFF Bcstg. Co. Inc. Hotel Aldridge 4390	MBS	Oscar S. Stauffer, p Wilford C. Dickson, g & cm Jeral Ziegler, pd	Delbert Grady, ce Fred Davis, pmm & sd Bill Boren, nd	Dan Bridges, fd Helen Jones, wd	Wld. AP Col.
STILLWATER							
KSPI 1947	780 250-D	Stillwater Publishing Co. P. O. Box 231 311	MBS, Oklahoma Aggie	C. R. Bellatti, p L. F. Bellatti, gm	James R. Bellatti, pd Paul McCollom, ce	Jim Wells, fd	St. UP WE
KSPI-FM *1947*	*Ch. 230 (B)* *93.5mc* *3.9kw*						

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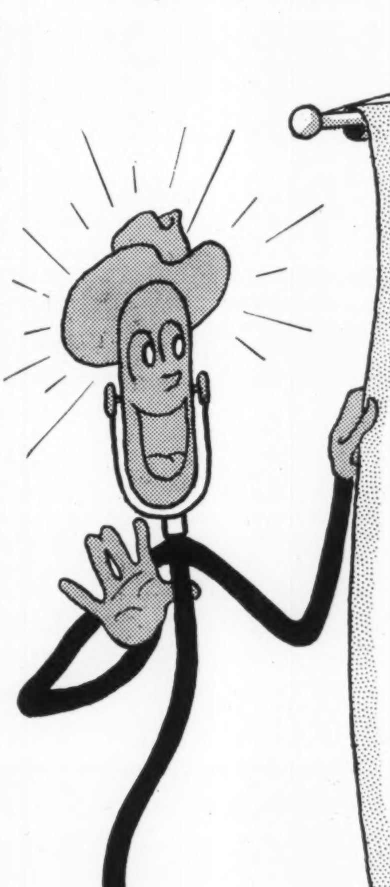
KTUL *Delivers a Mighty Market ... Tulsa!*



Tulsa's Metropolitan Area **ranks 73rd in population in the U.S. (258,000) . . .**

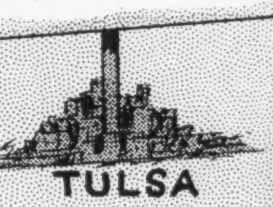
But . . . **it also ranks—**

- 65th–in TOTAL RETAIL SALES
- 47th–in RETAIL SALES PER CAPITA
- 56th–in DRUG STORE SALES
- 53rd–in WHOLESALE SALES
- 54th–in AUTOMOTIVE STORE SALES
- 46th–in FILLING STATION SALES
- 54th–in BUILDING MATERIAL and HARDWARE STORE SALES
- 56th–in APPAREL STORE SALES
- 65th–in HOME FURNISHING STORE SALES
- 68th–in FOOD STORE SALES
- 62nd–in GENERAL MERCHANDISE STORE SALES

★ **Tulsa Folks SPEND MORE, EAT MORE, DRIVE MORE, DRESS BETTER, LIVE BETTER than practically any other folks in the good old U.S.A. . . .**

FROM 10% to 50% BETTER!

- **KTUL serves the rich Tulsa trade area of Eastern Oklahoma BEST . . . with no waste coverage!**
- **CBS Radio . . . top local programing!**
- **Get the KTUL story from your nearest Avery-Knodel, Inc. office.**



The "HAPPY MEDIUM" Station

KTUL *Radio*

TULSA

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

OKLAHOMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
TULSA							
KAKC 1946	970 1,000-LS 500-N-DA-2	Public Radio Corp. Amer. Airlines Bldg. 4-2401	MBS Pearson	S. E. Avey, p James L. Neal, vp, g & cm	John B. Wheeler, pd Rusty Kirk, pmm M. M. Donley, ce	Jack Moore, nd Mack Creager, sd Marge McCartney, wd	AP Col.
KAKC-FM *1947*	*Ch. 238 (B)* *95.5mc* *9.5kw*						
KFMJ 1946	1050 1,000-D	Fred Jones Bcstg. 1242 S. Boston 5-5555	Indie	Fred Jones, p Lawson Taylor, gm	Jack Betz, cm Carolyn Jenkins, pd	H. Hamilton, ce Jay Jones, nd	UP WE
KOME 1938	1300 5,000-D 1,000-N-DA-2	Oil Capital Sales Corp. 8th & Main 3-4121	Oklahoma, Arkoma, Magic Circle, Pearson	John E. Brown, Jr., p Storm Whaley, exec. vp Riley R. Gibson, g, cm & pd	Charles Grim, prod. d Roy Brown, ce Landon Young, nd	Tony George, sd Lee Grim, wd	Wld. AP WE
KOTV(TV) 1949		Wrather-Alvarez, Inc. 302 S. Frankfort	(For full information see TELECASTING Yearbook)				
KRMG 1949	740 50,000-D 25,000-N-DA-2	All Oklahoma Bcstg. Co. 311 S. Denver 5-3291	ABC Blair	Robert S. Kerr, p Robert B. Jones, Jr., vp & gm Dean A. McGee, vp	Frank S. Lane, sta. m & cm David E. Wilson, pd Wm. H. Bradley, ce Ann Fellows, pmm	Glenn Condon, nd John Martin, fd Mack Creager, sd	Cap. AP RCA
KTUL 1934	1430 5,000-DA-N	Tulsa Bcstg. Co. Boulder on the Park 2-3191	CBS Avery-Knodel	John Griffin, p John Essau, vp & gm L. A. Blust, asst. gm & cm Karl Janssen, pd	Robert E. Snider, ce George L. Ketcham, pmm Harry Abbott, pdm	Jack Morris, nd Jack Charvat, sd Elizebeth Dikeman, wd	L-W UP WE
KTUL-FM *1948*	*Ch. 246 (B)* *97.1mc* *1.25kw*						
KVOO 1925	1170 50,000-DA-N	Southwestern Sales Corp. Philtower 23281	NBC Petry	W. G. Skelly, p Wm. B. Way, gm	Gus Branborg, cm Joe O'Neil, pd	L. W. Stinson, ce	St., Wld. UP, INS WE
WEWOKA							
KWSH 1948	1260 1,000 DA-2	Tri City Bcstg. Co. Inc. P. O. Box 1260 1260	ABC, Oklahoma, Taylor	Dr. C. C. Morris, p Bill Hoover, vp & gm Brown Morris, sec.-treas. Pat Murphy, sm & sd	Ray Judge, sls. & bus. mgr. Don Owen, pd & fd Warren W. Abbott, ce	Romaine Bailes, pmm David Cook, nd Barbara Brydia, cont. d	St. AP Col.
WOODWARD							
KSIW 1947	1450 250	Woodward Bcstg. Co. 22nd & Cedar Sts. 1450	MBS, KBS Continental	Edward A. Ryan, p & gm	Lenora Woods Ryan, pd	George L. Archer, ce	Cap., Thes. AP WE

OREGON

ALBANY							
KWIL 1941	1240 250	Central Willamette Bcstg. Co. Queen Ave. and Elm St. 1234-5	MBS Don Lee Keating	R. R. Cronise, p Chet Wheeler, gm John Birrel, cm LeRoy Jolley, pd	Herb Davidson, ce & fd Mal Waltmon, pmm Warren Stoffer, asst. m	Ken McCoy, pdm, publ. m, nd Hal Byer, sd Peggy Cooley, wd	Wld. UP RCA
KWIL-FM *1947*	*Chan. 269 (A)* *101.7mc* *0.71kw*						
ASHLAND							
KWIN 1946	1400 250	Rogue Valley Bcstg. Co. 1160 Helman Rd. 2-1351		H. R. Morris, trustee			
ASTORIA							
KAST 1936	1370 1,000 DA-N	Astoria Bcstg. Co. 1006 Taylor Ave. 95	MBS, KBS Don Lee	Robert B. Chessman, p Robert D. Holmes, g, cm & nd	Mary I. Ristola, pd, pmm & wd Bruce Whitwell, ce	Herman Robison, fd Warren Grimberg, sd	St. AP Ray.
KVAS 1950	1230 250	KVAS, Inc. 612 Commercial St. 41	.... Moore	L. E. Parsons, p E. W. Littlehales, gm	Marie Faircloth, pd & wd James Titus, ce	Harry Lipsit, n & fd	Wld. UP GE
BAKER							
KBKR 1939	1490 250	Inland Radio Inc. 2030 Auburn Ave. 140	KBS Oregon Trail	Lee W. Jacobs, p Kenneth B. Lockwood, g & cm	Kenneth F. Holden, pd & sd Walter A. Bobisud, ce	Richard R. Eardley, pmm & nd Lloyd O. McFee, fd Grace L. Baer, wd	.... UP RCA
BEND							
KBND 1938	1110 1,000 DA-N	Central Oreg. Bcstg. Co. Coble Bldg. 848	MBS Don Lee Grant	Frank H. Loggan, p, g & pmm Douglas Gaines, cm	Kessler Cannon, pd, f & sd Robert W. Dickinson, ce	Jack Thornton, nd	Wld. UP RCA
COOS BAY							
KOOS 1928	1230 250	KOOS, Inc. Hall Bldg. 4321	MBS Don Lee Keating Forjoe	Sheldon F. Sackett, p Fred Chitty, gm	Phil Waters, res. m John Tasnady, pd, pmm, n & sd	Nathan Olson, ce Lucy Johnson, wd	.... AP, UP RCA
COQUILLE							
KWRO 1949	1450 250	KWRO, Inc. Box 396 3961	....	William E. Walsh, p	George W. Stratton, gm	P. Barkwell, pd	Cole, Cap., Assoc. AP ....
CORVALLIS							
*KOAC 1922	550 5,000 DA-2	State Board of Higher Education Ore. State College 3-4351	NAEB Tape	James M. Morris, m, pd & sd	Grant S. Feikert, ce Bob Hinz, nd	Arnold Ebert, fd Gladys Chambers, wd	.... UP WE
KRUL 1947	1340 250	Pacific States Radio Co. 1221 S. 15th 3-3322	KBS Evergreen Keating	J. C. Haley, Sr., p C. W. Peck, gm, pd & sd Loyal Nickers, cm	Ben Hubbird, pmm & nd Don Gay, ce	John Hodge, fd Pat McHugh, wd	Cap. AP GE

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IN TULSA . . .

THE PULSE, INC. **100% YARDSTICK** **THE PULSE OF TULSA**

Radio Station Audiences by Time Periods

November, 1952

MONDAY - FRIDAY

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 8 PM
KVOO	**34**	**40**	**42**
"B"	20	22	27
"C"	19	16	15
"D"	13a	8a	*
"E"	7	6	6
"F"	5	5	4
Misc.	3	3	5
Total Percent	100	100	100
Average ¼ hour Home using radio	19.1	20.8	23.7

"a" Does not broadcast for complete six hour period and the share of audience is unadjusted for this situation.

** Not on air*

These figures are percentages indicating the relative popularity of the stations during the day. The base, total station quarter hour mentions, is the sum of the number of stations listened to during the periods. This base, divided into the total mentions of each station gives the figures listed above.

★ ★ ★

KVOO leads substantially in *every* quarter hour covered by this Pulse Report save one, and in this quarter hour one other station merely equals the KVOO share of audience.

See your nearest Edward Petry & Company office for the complete data and for KVOO availabilities.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.

OREGON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
COTTAGE GROVE							
KCTG (CP)	1400 250	Coast Fork Bcstg. Co. P. O. Box 175 W. Oregon Ave. Creswell, Ore.	Oregon Beaver Forjoe	Gordon Allen, p Hal Davis, gm	Bob Bruce, cm	Philip Holt, ce	.... AP Col.
THE DALLES							
KODL 1940	1230 250-D 100-N	Western Radio Corp. P. O. Box 399 2300	KBS	V. B. Kenworthy, p Paul E. Walden, gm	Monte DeVon, pd Douglas Whipple, ce	Lea Phillips, sd Romona Stroh, wd	Mac. UP RCA
EUGENE							
KASH 1947	1600 1,000 DA-N	Radio Air Ways, Inc. Day Island Rd. 5-3357	ABC Cooke	E. L. Kincaid, p & gm Paul N. Plank, cm & fd	Laura Plank, pd & wd Clare Mattingly, asst. m & nd	Norville Packard, ce	Cap., SES UP Col.
KERG 1949	1280 1,000 DA-N	Guard Publishing Co. P. O. Box 506 5-4304	CBS Weed, Moore	Alton F. Baker, p L. W. Trommlitz, gm Herb Michael, cm	Robert Fulton, pd & pmm Calvert Applegate, ce Jack Craig, nd	Earl Britton, fd Clif Cole, sd Carol Kerr, wd	ST. AP G.
KORE 1927	1450 250	Lane Bcstg. Co. Box 1032 4-4214	MBS Don Lee McKinney, Keating	Glenn McCormick, d Lee Bishop, gm, pmm & sd Bob Eubanks, pd	Floyd Viken, ce Dolph Janes, nd	Evelyn Rohlffs, wd	Wld. UP ....
KUGN 1946	590 1,000 DA-N	KUGN, Inc. P. O. Box 112 4-6216	NBC Meeker	C. H. Fisher, p S. W. McCready, gm E. W. Karl, cm	Reg Roos, pd George Hathaway, ce Bob Hilyer, pmm	Jack Billings, nd Woody Slater, sd Mimi Houghlum, wd	L-W AP RCA
KUGN-FM *1947*	*Chan. 256 (B)* *99.1mc* *8kw*						
FOREST GROVE							
KFGR 1950	1570 250-D	Irving V. Schmidtke P. O. Box 245 6091	....	Irving V. Schmidtke, o, g, cm, pd & ce Allen Hoffard, n & sd	Ralph Keyser, fd	Eleanor Schmidtke, wd	St., SES AP Ray.
GRANTS PASS							
KUIN 1939	1340 250	Southern Oregon Bcstg. Co. P. O. Box 148 4477	MBS Don Lee Grant	A. E. Voorhies, p Edward A. Malone, gm Myron Ball, cm	Dave Allen, pd N. L. Williams, ce	Chris Hansen, nd Lee Boner, fd	Wld., Mac. AP WE
KGPO(FM) *1947*	*Chan. 245 (A)* *96.9mc* *3.1kw*	*(KUIN AM affiliate)*					

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WASHINGTON
OREGON
COLUMBIA RIVER
SEASIDE
PORTLAND
TILLAMOOK
McMINNVILLE
SALEM
NEWPORT
ALBANY
CORVALLIS
LEBANON
HARRISBURG
JUNCTION CITY
COBURG
EUGENE
SPRINGFIELD
VENETA
GOSHEN
FLORENCE
COTTAGE GROVE
REEDSPORT
DRAIN
COOS BAY
ROSEBURG
BEND
Eugene, Oregon
KUGN-NBC
ON
Oregon's Lowest Commercial Frequency
590 Kc.
KUGN NBC 590Kc
B. ABC 1600 Kc
A. CBS 1280 Kc
C. MBS 1450 Kc.
MEASURED 0.5 MV CONTOURS

THE ONLY STATION COVERING THE ENTIRE HEART OF THE RICH WILLAMETTE VALLEY

101,750 Radio Homes
$330 Million market

KUGN AM FM

Represented nationally by
Robert S. Meeker, Associates

HOOD RIVER

KIHR 1950	1340 250	Oregon-Washington Bcstrs. P. O. Box 207 8561	.... Keating	C. H. Fisher, ptnr. & gm C. O. Fisher, ptnr.	Don M. McCutcheon, sm, f & sd Jack Burger, sls. rep.	James H. Platz, ce Lenore Merritt, wd	L-W AP Ray.

KLAMATH FALLS

KFJI 1923	1150 5,000-D 1,000-N DA-N	KFJI Bcstrs. P. O. Box 692 2-2551	MBS Don Lee Grant Keating	W. D. Miller, p Dick Maguire, g & cm Bob McVay, pd, pmm & sd	William P. Grimes, ce John Barton, nd	Edward M. Boyd, fd Katie Lake, wd	Thes., Wld. UP Col.
KFLW 1946	1450 250	Herald Publishing Co. P. O. Box 941 8115	ABC, CBS McKinney	Frank Jenkins, p Bud Chandler, gm Aaron Boe, cm	Edith Pieruccini, pd & pmm Gilbert Walter, ce Chas. McFarlan, nd	Louis Gillespie, fd Floyd Wynne, sd Minnie Surles, wd	St. AP G.

LA GRANDE

KLBM 1938	1450 250	Inland Radio Inc. Old Oregon Trail 2201	Oregon Trail	Lee W. Jacobs, p Ken Lillard, g & cm	Herb Shields, pd	Danny Bridges, ce	.... UP RCA

LEBANON

KGAL 1950	930 1,000-D	Linn County Bcstg. Co. 8631	.... Forjoe	W. Gordon Allen, p, o & gm Robert M. Bruce, c & pmm Nathan Bridges, pd	Keith Samples, ce & nd Madeline Allen, pub. rel. d	Alan Snowden, fd M. Stubblefield, wd	L-W AP G.

McMINNVILLE

KMCM 1949	1260 1,000 DA-N	Yamhill Bcstrs., Inc. P. O. Box 207 3811	KBS	Jack B. Bladine, p Louis F. Gillette, gm Glasco P. Branson, cm	Ivan Smith, pd Milt Muir, ce	Homer Rohse, nd Dudley Gaylord, f & sd	L-W AP WE

MEDFORD

KMED • 1922	1440 5,000-D 1,000-N	Radio Medford, Inc. Ross Lane, Box 1306 2-4000	NBC Meeker	Vernon J. Robinson, p Jennings Pierce, gm Ray Johnson, asst. m & ce	William Hansen, cm Russell Jamison, pd & nd Bud Beachwood, pmm	Howard Hammond, fd Chuck Field, sd Helen Webster, wd	Thes., Mac. UP RCA
KYJC 1947	1230 250	Medford Printing Co. Barnett Road 2-5277	ABC, CBS Grant	R. W. Ruhl, p James J. Dunlevy, gm	Tom MacLeod, cm & sd John Ahern, pd & nd	Richard Woods, ce Betty Brugman, wd	.... UP RCA

NEWPORT

KNPT 1948	1310 1,000 DA-N	Yaquina Radio, Inc. P. O. Box 276 560-561	.... Keating	Thomas R. Becker, p & gm Dan Kirch, cm & sd	Ed Warmoth, pd, pmm & fd Tony Bryan, ce	Martin Woodward, nd Mo Dixon, wd	Wld. AP Col.

NORTH BEND

KFIR 1951	1340 250	Bay Bcstg. Co. Inc. 1937 Union Ave. 5-7351	CBS Grant	Josephine Bjarnson, p Glenn E. Nickell, g & gm	Ruth Livingston, pd & wd Arthur Schuldt, ce	William Kraus, sd	St. AP G.

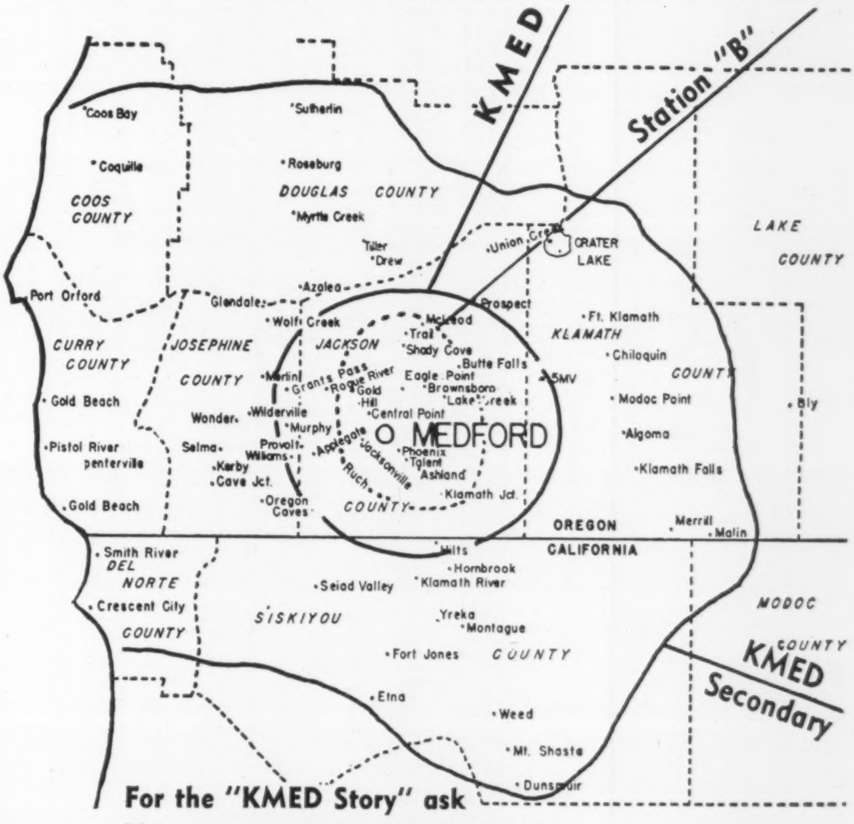
IN 1953

KMED ENTERS INTO ITS
4th DECADE of BROADCASTING

This 5000 watter continues to be the *only* regional NBC affiliate between San Francisco and Portland—serving the rich Rogue River Valley—six southwestern Oregon counties and three northern California counties.

KMED pledges our advertisers our fullest and continuing efforts in their behalf—as we enter our 31st year of broadcasting.

KMED


KMED
Station "B"
KMED Secondary
Coos Bay
Coquille
COOS COUNTY
Sutherlin
Roseburg
DOUGLAS COUNTY
Myrtle Creek
Tiller
Drew
Union Creek
CRATER LAKE
LAKE COUNTY
Port Orford
Glendale
Azalea
Prospect
Wolf Creek
McLeod
Trail
Shady Cove
Butte Falls
Ft. Klamath
KLAMATH COUNTY
Chiloquin
CURRY COUNTY
JOSEPHINE COUNTY
JACKSON COUNTY
Merlin
Grants Pass
Rogue River
Gold Hill
Eagle Point
Brownsboro
Lake Creek
Central Point
MEDFORD
Jacksonville
Applegate
Phoenix
Talent
Ashland
Ruch
Klamath Jct.
Gold Beach
Wonder
Wilderville
Murphy
Selma
Provolt
Williams
Kerby
Cave Jct.
Oregon Caves
Pistol River
Modoc Point
Algoma
Klamath Falls
Bly
Merrill
Malin
OREGON
CALIFORNIA
Smith River
DEL NORTE COUNTY
Crescent City
Hilts
Hornbrook
Klamath River
Seiad Valley
SISKIYOU COUNTY
Yreka
Montague
Fort Jones
Etna
Weed
Mt. Shasta
Dunsmuir
MODOC COUNTY

For the "KMED Story" ask
Your nearest Robert Meeker man
or write KMED—MEDFORD, OREGON

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen., Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
ONTARIO							
KSRV 1946	1380 1,000 DA-N	Inland Radio Inc. P. O. Box 540 212	KBS Oregon Trail	Lee W. Jacobs, p Gordon L. Capps, vp & gm Robert Humphreys, cm	Ned Liebman, pd & sd Charles E. Harland, ce	Dick Barrett, nd Lucille McShane, wd	Wld., St. UP WE
OREGON CITY							
KGON 1947	1230 250	(See Portland listing)					
PENDLETON							
KWRC 1941	1240 250	Western Radio Corp. P. O. Box 178 1425	....	V. B. Kenworthy, p & gm Ted A. Smith, sm	Jack Webb, cm Denman K. Dayton, pd	Larry Lester, ce Doris Forsman, wd	.... UP RCA
PORTLAND							
*KBPS 1923	1450 250	Benson Poly. School 546 N. E. 12th Filmore 5469		Patricia L. Green, gm & pd			
KEX 1926	1190 50,000 DA-1	Westinghouse Radio Stations, Inc. 1230 S.W. Main St. CApital 1881	ABC Free & Peters	Joseph E. Baudino, vp J. B. Conley, sm Robert H. Prigmore, cm Mel Bailey, pd	Charles L. Burrow, pmm Thomas T. Ely, ce Bob Thomas, nd	Ivan Jones, fd Barney Keep, sd Kay West, wd	Assoc. UP, INS WE
KEX-FM *1948*	*Chan. 222 (A)* *92.3mc* *56.4kw*						
KGON 1947	1230 250	Clackamas Bcstrs. Inc. P. O. Box 391 Oregon City 5249	Evergreen Meeker	Dr. John H. Fitzgibbon, p Irwin S. Adams, gm, co-o, cm & pmm	Sonora B. Hoffman, pd Edward G. Saxe, ce Frank Faro, nd	H. I. Jackson, sd Laurie Lauritzen, wd	Assoc., Wld AP G.
KGW 1922	620 5,000 DA-1	Pioneer Bcstrs., Inc. 1320 S.W. Broadway Beacon 6364	NBC Northwest Petry	H Quenton Cox, p & sm S. I. Newhouse, Jr. gm J. N. Wassan, cm	Donald F. Whitman, pd Harold C. Singleton, ce Frank H. Coffin, dir. of comm. serv.	Bob Franklin, pdm Rudy Lachenmeier, sd	L-W, Wld. AP, INS Ray.
KGW-FM *1952*	*Chan. 262 (B)* *100.3mc* *57kw*						
KLIQ 1948	1290 1,000-D	Mercury Bcstg. Co. 3908 N. E. Sandy Blvd. Webster 1290		Gordon E. Bambrick, p, gm & pd			

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KUIN-KGPO

250 AM
WATTS
3100 FM

SERVING SOUTHERN OREGON SINCE 1939

SOUTHERN OREGON BROADCASTING COMPANY • PHONE 4477 • GRANTS PASS, OREGON

E. A. MALONE, MANAGER

J. A. Ward, Inc.
RADIO LISTENING IN NON-TV AMERICA (1952)
Grants Pass, Oregon
SHARE OF AUDIENCE

KUIN

Morning	Afternoon	Evening
90.1%	80.3%	72.3%

GOLD, CHROME, PLATINUM, "GLAD" BULBS, LADINO CLOVER SEED, FLUID MILK, TOURISTS, LUMBER, PLYWOOD, ROGUE RIVER SPORTS FISHING . . . THESE ARE THE PRODUCTS THAT MAKE A $70,000,000 RETAIL SALES MARKET WHICH ONLY KUIN-KGPO CAN GIVE YOUR CLIENT.

91,000 People — 29,000 Families — $70,000,000 Retail Sales

Ask W. S. Grant Company, National Representatives

Write KUIN now for your FREE living souvenir of beautiful Southern Oregon— TWO DOZEN GLADIOLUS BULBS, YOURS FREE!

RADIO ROGUE

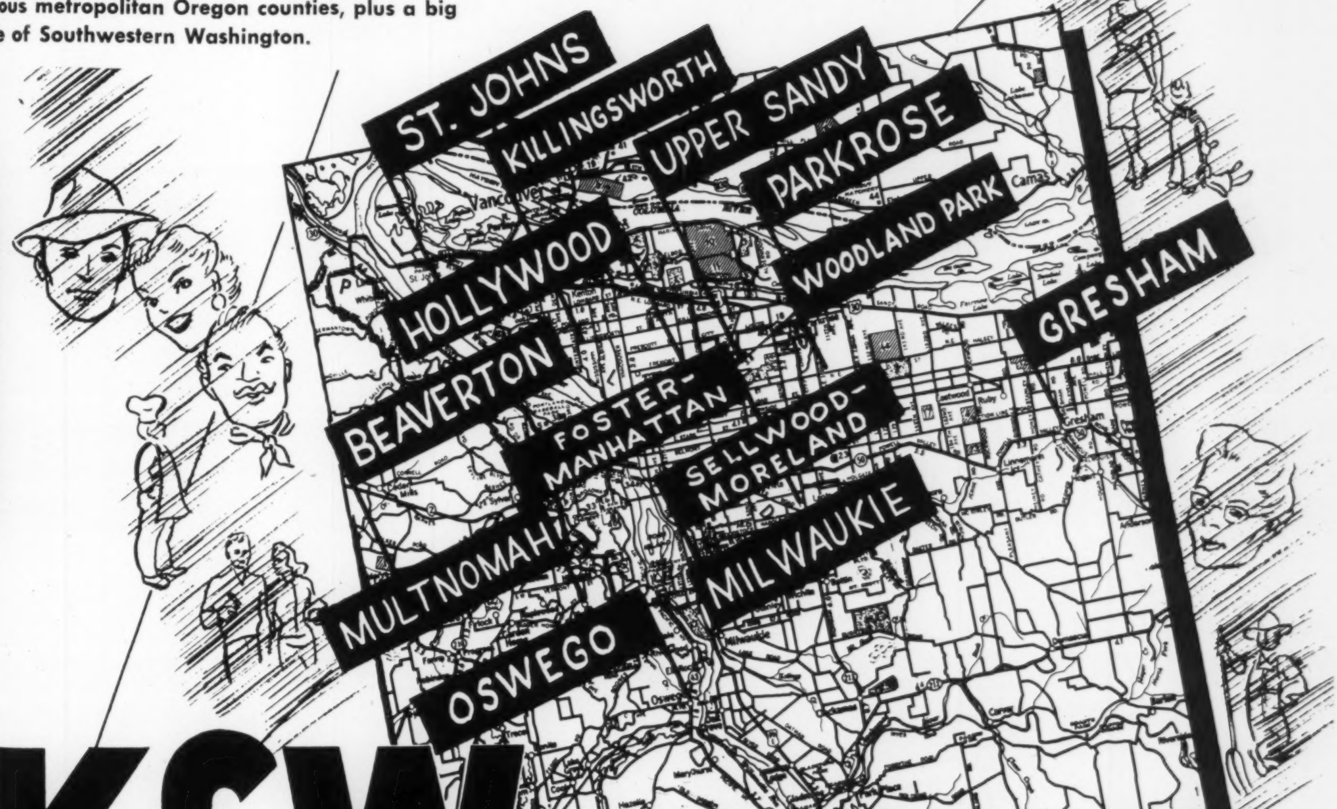
THE People's Choice* IN PORTLAND, OREGON

Grocers, druggists, civic leaders and *customers* representative of 13 major neighborhood shopping districts in and around Portland are now more certain than ever of KGW's interest in its home territory!

Thirteen times in the past year, KGW's popularity with its listeners was proved conclusively as merchant after merchant joined this great pioneer radio station in a series of *localized* community salutes! *Customer* response in each area reached proportions far beyond expectations.

For advertisers using KGW, this listener-loyalty proves again that radio—particularly KGW—is still going strong. The concentrated selling power of KGW is your best radio buy in the fast-growing Oregon market!

One and a quarter million active, young-minded Westerners comprise KGW's market in 12 prosperous metropolitan Oregon counties, plus a big slice of Southwestern Washington.


ST. JOHNS
KILLINGSWORTH
UPPER SANDY
PARKROSE
HOLLYWOOD
WOODLAND PARK
GRESHAM
BEAVERTON
FOSTER-MANHATTAN
SELLWOOD-MORELAND
MULTNOMAH
MILWAUKIE
OSWEGO
Vancouver
Camas
Gresham
Oregon City

KGW

NBC AFFILIATE

PORTLAND, OREGON

REPRESENTED *Nationally* by EDWARD PETRY & CO., INC.

OREGON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
PORTLAND	**(Cont'd)**						
KOIN 1952	970 5,000 DA-N	Mount Hood Radio & Television Bcstg. Corp. P. O. Box 1031 ATwater 3333	CBS Avery-Knodel	Howard Lane, p Harry H. Buckendahl, gm John L. Palmer, natl. adv. m	Ted W. Cooke, prog. m George Wann, pd L. S. Bookwalter, d of engrg.	Lester Halpin, nd Duke L. Roberts, pub. affairs d	Thes., Wld. AP, UP, INS ....
KOIN-FM *1948*	*Chan. 266 (B)* *101.1mc* *48.6kw*						
KPAM 1951	1410 1,000-D	Broadcasters Oreg. Ltd. P. O. Box 1230 Atwater 0106	....	Stanley M. Goard, p, g & cm	Charles K. Dickson, ce		Assoc., Wld AP WE
KPFM(FM) *1946*	*Chan. 246 (B)* *97.1mc* *3.3kw*	*(KPAM, AM Affiliate)*					
KPDQ 1947	800 1,000-D	John W. Davis P. O. Box 800 Capitol 9209	....	John W. Davis, o & m	David M. Jack, cm	Jack W. Adkins, ce	Assoc. AP Ray.
KPOJ 1932	1330 5,000 DA-1	KPOJ, Inc. 1019 S.W. 10th Ave. Broadway 3484	MBS Don Lee Blair	P. L. Jackson, p R. M. Brown, gm Robt. C. LaBonte, cm Joseph T. Hallock, pd	Robt. Whitely, pmm Richard Pooley, ce Vern Mueller, nd	Alvin D. Bauer, fd Chas. LaFranchise, sd Penny Robinson, wd	Thes. UP ....
KPOJ-FM *1948*	*Chan. 254 (B)* *98.7mc* *44kw*						.... WE
KPTV (TV) 1952		Empire Coil Co. 85 Beechwood Ave. New Rochelle, N. Y.		(For full information see TELECASTING Yearbook)			
KWJJ 1927	1080 10,000 DA-2	Rodney F. Johnson 1011 S.W. 6th Ave. Atwater 4393	.... Weed, Moore	Rodney F. Johnson, o & gm Ben T. Crosby, c & pmm	Jerry Speerstra, pd Dwight Loomis, ce	Ed Leahy, nd Bob MacAnulty, sd	.... UP WH
KXL 1926	750 10,000 DA-1 L-WSB	KXL Bcstrs. Orpheum Bldg. Broadway 6451	.... Walker	H. S. Jacobson, p, g & cm George Anthony, pd	Ralph Mifflin, ce James Mount, sls m	Chuck Foster, nd Ben Buisman, fd	Assoc. AP, UP RCA
PRINEVILLE							
KRCO 1950	690 1,000-D	Radio Central Oregon, Inc. P. O. Box 188 6239	.... Grant	N. A. Miksche, p, gm & nd Hal Newhouse, cm & sd	Elsie Stover, pd & wd Les McKay, pmm & fd	Curtis Burnside, ce C. R. Matheny, asst m	Thes. UP Col.
REDMOND							
KSGA 1952	1240 250	Redmond Bcstg. Co. P. O. Box 1240 234	ABC Forjoe	Harold C. Singleton, ptnr. W. Gordon Allen, ptnr. F. Gilbert Lieser, gm & sd	Jack Leutjen, pd & slm Al Horton, ce	Mereline Lieser, n & wd	.... AP WE
ROSEBURG							
KRNR 1935	1490 250	News-Review Co. 134 N. Jackson 3-5551	CBS Don Lee Grant Keating	Frank Jenkins, p Leroy Hiatt, gm	Warren Ward, cm Lyle Fenner, pd, f & wd	Max Dick, ce Bob Grant, n & sd	St. AP G.
KRXL 1950	1240 250	Umpqua Bcstrs., Inc. P. O. Box 847 3-4464		Donn W. Radabaugh, p Iris Rice Helliwell, gm	Lon D. Hunt, cm Del McKay, pd & nd	Gerald A. Oliver, ce & sd May Mathews, wd	L-W, Wld. UP G.
SALEM							
KGAE 1952	1430 1,000-D	KGAE, Inc. P. O. Box 768 3-7121	.... Forjoe	W. Gordon Allen, p Hal Davis, g & pmm Chuck Wheeler, cm	Jack Till, pd John Truhan, ce	By Stephenson, n & sd Gloria Davis, wd	.... AP WE
KOCO 1947	1490 250	Loring Schmidt 1426 Edgewater 3-3108	.... Rambeau	Loring Schmidt, p & gm S. P. Smith, cm Carl Ritchie, pd	Robt. Suing, ce Ray Loter, nd	Gene Good, sd Dolores Gotfried, wd	Assoc., Cap UP RCA
KSLM 1934	1390 1,000	Oregon Radio Inc. 519 Court St. 3-4831	MBS Don Lee McKinney	Glenn McCormick, p & gm Dave Hoss, c & sm	Ester Konantz, pd Clyde Carlton, ce	Bill Ross, pmm & sd Herb Smith, nd	Wld. UP GE
TILLAMOOK							
KTIL 1947	1590 250	Tillamook Bcstg. Co. Star Route W. 1122	KBS Continental	F. H. Guyton, p Tom Hoover, gm, cm, pd, nd & sd	Larry Brunes, ce	Carl Karpstein, fd & wd	.... AP WE

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*FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.*

be..R-W*

RAHALL STATIONS

●

JOE RAHALL, *President*

RADIO-WISE time buyers have been quick to recognize and benefit by RAHALL STATION'S "Personality Selling" technique. Hitched to programs of music, news and sports, geared to local tastes, RAHALL STATIONS cover radio's top audiences and markets . . . produce top results!

WKAP (a)
1000 W. ALLENTOWN, PA. 1320 KC.
WNAR (b)
500 W. NORRISTOWN, PA. 1110 KC.
WWNR (b)
1000 W. BECKLEY, W. VA. 620 KC.

The "Independent" that tops all the networks in Pennsylvania's Lehigh Valley.

The station everyone listens to in Montgomery County. And it reaches Mrs. Housewife in the Greater Philadelphia Market too.

Radio's top in the heart of West Virginia's rich coal and industrial area. MBS affiliate.

WKAP
Oggie Davies, Mgr.
Weed & Co.

WNAR
John Banzhoff, Mgr.
Walker & Co.

WWNR
Dick Booth, Mgr.
Walker & Co.

XUM

PENNSYLVANIA

ALLENTOWN

WAEB 1949	790 500 D 1,000 N DA-2	WAEB Inc. 7th & Hamilton Sts. 4-9364	ABC, MBS & Quaker Hollingbery	Howard Wasserman, p & gm S. Robert Ackley, cm Thomas A. Earley, pd & pmm	William Gottshall, ce Klem Waters, nd	Nedd Flemming, sd	.... UP WE
WFMZ(FM) *1947*	*Chan. 264 (B)* *100.7mc* *20kw*	*Penn-Allen Bcstg. Co.* *1524 Linden St.* *Hemlock 3-7521*		*Raymond F. Kohn, p, gm & pd* *Horace W. Gross, cm*	*Daniel Houck, ce*		*Assoc., SES* .... *Col.*
WHOL 1948	1230 250	Allentown Bcstg. Corp. Colorado & Poplar Sts. Hemlock 4-4801	CBS Meeker	Charles G. Helwig, p James F. Chambers, gm, cm & pd	Gerald B. Werst, ce Mildred M. Hein, traffic d Syd Paul, nd & sd	Martin Musket, pmm & fd Lois Clader, wd	Thes. UP GE
WKAP 1947	1320 1,000 DA-N	WKAP Inc. N. 7th St. Pike Hemlock 3-3166	Weed	N. Joe Rahall, p Ogden R. Davies, gm, cm & pmm	Marshall S. Cleaver, pd C. Frank Cordaro, ce Alan D. Raber, nd & sd	Paul F. Galgon, fd Gladys E. Hersh, wd	Assoc. AP G
WSAN 1923	1470 5,000 DA-N	Lehigh Valley Bcstg. Co. 39 N. Tenth St. Hemlock 4-9511	NBC Headley-Reed	B. Bryan Musselman, gm Olivia P. Musselman, sm, cm & pmm George Y. Snyder, pd	Reuel H. Musselman, ce Richard Reed, nd John Van Sant, sd	Kay Allyn, wd	Wld. AP WE
WSAN-FM *1947*	*Ch. 260 (B)* *99.9mc* *8kw*						

ALTOONA

WFBG 1924	1340 250	Gable Bcstg. Co. 6467	NBC, Quaker, Intra-City H-R Rep.	George P. Gable, p Jack Snyder, mgng. d, cm & nd James Gates, pd & sd	George Burgoon, ce Eugene Hammil, fd	Josephine Cooney, wd	Wld. AP WE
WRTA 1947	1240 250	Thompson Bcstg. Co. 1421 12th Ave. 6646		Roy F. Thompson, p & gm			
WVAM 1948	1430 1,000 DA-2	General Bcstg. Corp. 1413 11th Ave. 8127	CBS Weed	E. S. Leopold, p Robert G. Walter, gm & pd Will Union, cm & pmm	Irvin Metzgar, ce John E. Riley, nd Charles Ritchey, fd	Paul Melanson, sd Jeanne N. Lindaman, wd	St. UP G
WVAM-FM *(CP)*	*Ch. 261 (A)* *100.1mc* *14kw*						

APOLLO

WAVL 1947	910 1,000-D	Tri-Borough Bcstg. Co. 4th St. & Penna. Ave. 72-32921	Bennett	Cecil F. Clifton, co-o & gm Andrew J. West, co-o & cm	Silas West ,pd H. Edgar Smith, ce	Carrey Bentley, nd	L-W. Cole, SES. UP G

BARNESBORO

WNCC 1950	950 500-D	North Cambria Bcstrs. Inc. American Legion Home 1010	KBS	Harris G. Breth, p & pmm William J. Thomas, gm William R. Raihall, sm & pd	Dyle Miller, ce	Joanne Tibbett, wd	Thes, Wld. UP ....

BEAVER FALLS

WBVP 1948	1230 250	WBVP Inc. 1216 7th Ave. P. O. Box 719 4100		Frank R. Smith, p & gm Thomas B. Price, vp & cm Charles H. Wilson, pd	Gerald F. Cushing, ce Jean E. Biggard, pmm Ernie Kline, nd	Chuck Wilson, sd Gertrude B. Trobe, wd	Wld., St. AP, UP WE

measure this Value for Altoona

Try these for size

By length:

this 29 year old friend of the family has been a dialing habit since 1924.

By width:

The WFBG coverage is six counties wide and a half million people deep.

Buy WFBG:

It's the top-rated station in the Altoona area . . . first with listeners and first with merchants in the Altoona area.

Data *	Within 0.1 MV/M Contour, Day	Within 0.5 MV/M Contour, Day
AUDIENCE		
Population	582,581	236,577
Urban	294,404	147,890
Rural	288,177	88,687
HOMES	155,653	65,156
Radio Homes	146,197	35,503
PERCENTAGE RADIO	93.3	93.3
RETAIL SALES	$493,873,000	$279,063,000
FARM INCOME	28,711,892	9,475,231
AUTOS	125,259	50,948

* 1952 BROADCASTING MARKETBOOK

Try this for sales . . .

Altoona,
Pennsylvania

WFBG

Jack Snyder
Managing Director

NBC

H-R National Representatives

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
BETHLEHEM							
WGPA 1947	1100 250-D	The Bethlehems' Globe Pub. Co. 426 Brodhead Ave. University 6-8074	Quaker	Rolland L. Adams, p Arthur McCracken, gm Frank L. Collie, cm & pmm	Stefan George, pd Edwin L. Rybak, ce John Daday, sd	Betty Fry, wd	Cap., Thes. UP RCA
WGPA-FM *1947*	*Ch. 236 (B)* *95.1mc* *10kw*						
WLEV(TV) (CP)		Associated Bcstrs. Inc. 516 Northampton St. Easton, Pa. Easton 6131		(For full information see TELECASTING Yearbook)			
BLOOMSBURG							
WCNR 1947	930 1,000-D	Columbia-Montour Bcstg. Corp. 38 W. Main St. 1700	Quaker	Robert R. Eyerly, p Ed Darlington, gm & cm Ellis Erdman, pd	Robert Fulton, ce	Max Williamson, nd	AP Ray.
WHLM 1948	690 1,000-D-DA	Harry L. Magee Hotel Magee 1800		Harry L. Magee, p Robert R. Williams, gm James K. Stock, pd	Ray Calabrese, pmm Anthony F. Hogg, ce Edwin Jones, nd	Walter Lewis, fd John Haddon, sd Gloria Michaels, wd	Wld., L-W UP G
BRADDOCK							
WLOA 1947	1550 1,000-D	Matta Bcstg. Co. 1233 Braddock Ave. Electric 1-1100		William G. Matta, p, gm & nd Ann Popovich, cm & wd	George C. Matta, pd Elmer L. Heess, ce	Russ Linhart, sd	UP
BRADFORD							
WESB 1947	1490 250	Radio Station WESB 43 Main St. 3173	MBS Burn-Smith	Joseph M. Cleary, gm & pmm James F. Ponder, cm Lloyd P. Gordon, pd & fd	Dean Merry, ce John C. Laflin, sd	Mrs. Gertrude Curley, wd Mrs. Lillian Browning, wd	Wld. AP Ray.
BUTLER							
WBUT 1949	1580 500-D	Eagle Printing Co. McQuistion Rd. 75-778		Philip B. Hirsch, gm & cm Vernon L. Wise, Jr., pmm Gerald D. Coleman, ce	Rick Hanna, nd John Turrel, fd Dick Kutan, sd	Jean Scott, wd	AP RCA
WBUT-FM *1949*	*Ch. 280 (A)* *103.9mc* *0.72kw*						*WH*
WISR 1941	680 250-D	Butler Bcstg. Co. 357 N. Main St. 4701		Joel W. Rosenblum, p Robert L. Kaufman, sm Warren Ihlenfeld, pd	Paul Rex, ce Dan Campbell, nd Richard Nicholson, sd	Margo Pitts, wd	UP RCA
CARBONDALE							
WCDL 1950	1230 250	Carbondale Bcstg. Co. 127 Salem Rd. 1230	KBS Cooke	William H. Ware, p John R. Kreiger, gm Frank T. Bailey, cm	Anthony P. Perry, pd & nd Robert G. Adams, ce James McKeehan, fd	Paul Elbrecht, sd	Wld., SES. UP G
CARLISLE							
WHYL 1948	1380 1,000-D	Richard Field Lewis Jr. WHYL Bldg. 1785	Quaker	Richard Field Lewis Jr., p Winslow T. Porter, gm, cm & nd	Clinton A. Morse, pd Jack Simmons, ce & sd	Irwin W. Galt, fd	UP RCA
CHAMBERSBURG							
WCHA 1949	800 1,000-D	Chambersburg Bcstg. Co. Craft Press Bldg. 1110	Forjoe	John S. Booth, gm Earl P. Strine, cm Allen Saunders, pd	Jim McCurdy, ce Sam Taylor, pmm & nd	Pete Farrel, fd Jack Weitzel, sd	Cap. UP G
WCHA-FM *1948*	*Ch. 240 (B)* *95.9mc* *.738kw*						
CHARLEROI							
WESA 1949	940 250-D	Monongahela Valley Bcstg. Corp. P. O. Box 584 3-6551	KBS, Quaker	Dr. A. S. Sickman, p Charles R. DuVall, gm & cm George D. Gailey, pd & pmm	Sylvio Garafola, ce Wm. Richards, nd & sd	Shirley McDonald, wd	Thes. AP Ray.
CHESTER							
WPWA 1947	1590 1,000 DA-N	Lou Poller 3500 Edgemont Ave. 3-1641	Quaker Forjoe	Lou Poller, p & gm Cy Swingle, cm Jeff Scott, pd & nd	Harry Symington, ce Morty Rosenman, pmm Dick Graham, sd	Rhona Lloyd, wd	St. AP Col.
WVCH 1948	740 250-D	James M. Tisdale Wolf Bldg. 2-8861		James M. Tisdale, p, gm & ce	Robert A. Hibbert, Jr., pd		UP RCA

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5000 WATTS
DAY
AND
NIGHT

WERC

NBC
AFFILIATE
1260 KC

ERIE'S
LEADING REGIONAL STATION

PROOF CHECK THE SURVEYS FOR BEST $ VALUE

ASK WEED & COMPANY

PHONE 46367

CLEARFIELD

WCPA 1947	900 1,000-D	Clearfield Bcstrs. Inc. 215 Church St. 5-5541		W. K. Ulerich, p W. J. Thomas, gm & nd Joseph Milsop, sm & pd	Llewellyn Duck, ce Margaret Nemeth, asst. m & wd W. O. Mitchell, fd	Joe Grazzan, sd	Thes., Assoc. UP G

COATESVILLE

WCOJ 1949	1420 1,000-D	Chester County Bcstg. Co. 703 E. Chestnut St. 2100	Quaker	William S. Halpern, p & gm Louis N. Seltzer, ptnr. & ce	Donald Kimes, pmm	Ellis Shook, pd & nd	SES. UP G

CONNELLSVILLE

WCVI 1947	1340 250	Connellsville Bcstrs. Inc. 126 W. Crawford 2700		Raymond Galiardi, p Jack Craddock, gm & sd	Joseph Speeney, pd	Paul Queer, ce	Wld., Ses. UP G

DOYLESTOWN

WBUX 1948	1570 250-D	Charles M. Meredith Hart Bldg. 220	Quaker Indie	Charles M. Meredith, p Lillian A. Lynch, gm, cm & pd Paul Fireman, ce	Raymond J. Ritz, pmm Robert Fretz, nd & sd Joseph Finegan, fd	Nonne Crawford, wd	Wld. AP GE

DU BOIS

WCED 1941	1230 250	Tri-County Bcstg. Co. 80 N. Park Pl. 1700	CBS, Industrial McGillvra	H. T. Gray, p J. S. Gray, gm George Williams, cm	Ed Paull, pd & nd Bernard Guerwich, ce Ken Johnston, pmm	Marv Bloom, sd	SES UP RCA
WCED-FM 1948	*Ch. 271 (B)* *102.1mc* *9.5kw*						Fed.

EASTON

WEEX(FM) 1948	*Ch. 252 (A)* *98.3mc* *1kw*	*Easton Publishing Co.* *Easton, Pa.* *7171*		*J. L. Stackhouse, p*	*N. S. Rounsley, gm & cm*	*C. R. Thon, pd & ce*	*Fed.* *Assoc.* *AP* *RCA*
WEEX-TV (CP)		Easton Pub. Co. 7171	(For full information see TELECASTING Yearbook)				
WEST 1936	1400 250	Associated Bcstrs. Inc. 516 Northampton St. 6131	MBS, NBC Meeker	Clair R. McCollough, station exec. Elwood C. Anderson, sm J. Robert Gulick, slm	J. E. Mathiot, tech. d Eugene Bethman, pd	Betty Stewart, pmm	Wld. UP ....
WEST-FM 1948	*Ch. 300 (B)* *107.9mc* *11kw*						

ERIE

WERC 1941	1260 5,000 DA-2	Presque Isle Bcstg. Co. 121 W. 10 St. 4-6367	NBC, Quaker Avery-Knodel	J. A. Young, p Charles E. Denny, gm Arthur M. Ingram, cm	Ray Ward, pd Ken Hestor, ce Jim Dewart, nd	Jay Young, sd	.... UP RCA
WERC-FM 1950	*Ch. 260 (B)* *99.9mc* *9.7kw*		*NBC* *Weed*				
WICU(TV) 1949		Dispatch Inc. 3515 State St. 4-6371	(For full information see TELECASTING Yearbook)				
WIKK 1948	1330 5,000 DA-2	Community Bcstg. Service 1021 State St. 23-248-9	ABC H-R Reps.	Edward Lamb, p Charles R. Kinney, gm & cm Gene Liggett, ce	Jack Schumaker, pmm Lou Zero, nd Frank Martin, fd	Jim Hurley, sd Virginia Boga, wd	Wld. AP Col.
WJET 1951	1570 250-D	JET Bcstg. Corp. 1635 Ash St. 4-6013	National Time Sales	Myron Jones, p & gm Lou Skelly, cm Harvey Shellito, ce	Shirley Hatfield, traffic m Cliff Oliver, nd	Lou Tullio, sd	SES. AP G
WLEU 1935	1450 250	Commodore Perry Bcstg. Service Commerce Bldg. 23-327	MBS, Quaker	Dr. Perry B. Cook Sr., p Hoyt H. Stout, vp & ce Robert Eaton, pd	Raymond Hall, nd Donald Evans, sd	Gail Bishop, wd	.... AP RCA
WLEU-FM 1947	*Chan. 250 (B)* *97.9mc* *9kw*						

GETTYSBURG

WGET 1950	1450 250	Times & News Pub. Co. Harrisburg Rd. 850 & 851	KBS, Quaker	Henry M. Scharf, mngn. d Murray L. Goldsborough, gm, sm & cm Vic Schleider, pd	Les Blair, ce	Jack Nightengale, sd	Wld. AP GE

GREENSBURG

WHJB 1934	620 1,000-D 500-N DA-2	Pittsburgh Radio Supply House 128 N. Penn. Ave. 3740 & 3741		K. Brennen, p George J. Podeyn, gm & cm	Glenn Grayson, pd Lyle Allen, ce	Tony Johnson, sd	L-W UP WE

GROVE CITY

*WSAJ 1920	1340 **100-SH**	Grove City College **763**		Weir C. Ketler, p	Dale O. Smock, ce	Stanley Seiple, pd	.... GE

HANOVER

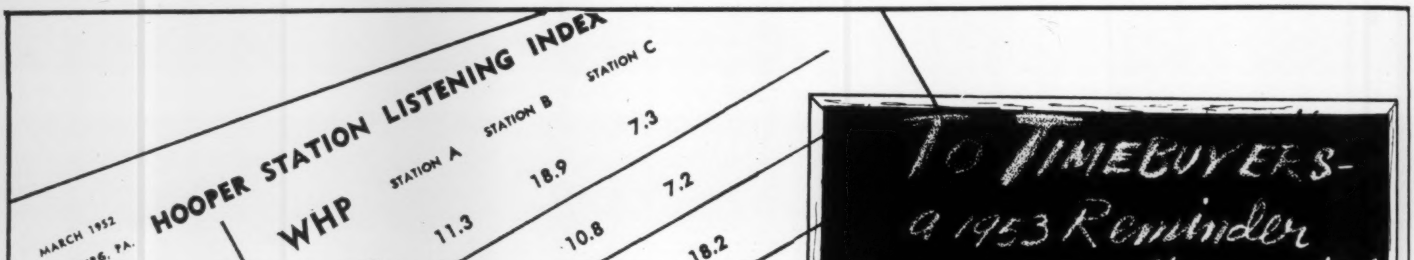
WHVR 1949	1280 1,000-D 500-N DA-N	Radio Hanover Inc. Hanover Trust Bldg. 3831	MBS, Quaker, Penn. Kennedy	John D. Bare, p & gm H. Vernon Ferster, cm Mack Edwards, pd & nd	Philip Rohrbaugh, ce John Kratzert, fd Cap Grenier, sd	Helen Morrow, wd	Wld. UP RCA

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
HARRISBURG							
WHGB 1945	1400 250	Kendrick Bcstg. Co. 112 Market St. 4-4988	ABC, Quaker Weed	Herbert Kendrick, p Roger W. Clipp, vp Jack Hooper, gm, pd & sd Allen P. Solada, cm	William Kuntz, ce Red McCarthy, pmm Lewis Doolittle, nd	Lillian Juditz, wd	Cap. AP RCA
WHP 1924	580 5,000 DA-N	WHP, Inc. 216 Locust St. 4-3211	CBS Bolling	A. K. Redmond, vp, gm & cm Dick Redmond, pd E. Daniel Leibensperger, ce	Beatrice Potteiger, pmm John Price, nd George Wirt, fd	Ed Gundaker, sd	St., Assoc. AP, UP Ray.
WHP-FM *1946*	*Ch. 247 (B)* *97.3mc* *3.5kw*						*WH*
WHP-TV (CP)		WHP Inc. 216 Locust St. 4-3211	(For full information see TELECASTING Yearbook)				
WKBO 1922	1230 250	Keystone Bcstg. Corp. 31 N. 2nd St. 4-0191	NBC Meeker	Clair R. McCollough, station exec. Henry M. Traugh, sm J. Robert Gulick, slm	Donald Wear, pd J. E. Mathiot, tech. d	William Clise, pmm	Wld. UP ....
HAZLETON							
WAZL 1932	1490 250	Hazleton Bcstg. Co. 708 Haz. Nat'l Bank Bldg. 5400	MBS, NBC, Quaker, Atlantic Meeker	Victor C. Diehm, p & gm Thomas Tito, slm Kathryn Kahler, adm. asst.	Bill Graham, pd Betty Mulligan, pmm Elwood Tito, ce	Paul Cerula, nd Bob Sacco, sd	Wld. AP WE
WAZL-FM *1948*	*Ch. 250 (B)* *97.9mc* *7.8kw*						
WAZL-TV (CP)		Hazleton Bcstg. Co. 708 Hazleton Nat'l Bank Bldg. 5400 & 5401		(For full information see TELECASTING Yearbook)			
HOMESTEAD							
WHOD 1948	860 250-D	Steel City Bcstg. Corp. 105 E. 8th Ave. HOmestead 1-0172	Interstate	Anthony S. Ortale, p Roy Ferree, gm	Leonard Walk, sm & pd	James Herbert, ce	.... UP WE
HUNTINGDON							
WHUN 1947	1400 250	The Joseph F. Biddle Pub. Co. 400 Washington St. 1291	MBS, KBS, Quaker Indie	John H. Biddle, p William E. Germann, gm & sd Darleen Frazer, pd	Ernest A. Craig, ce	Robert S. Clark, fd	Wld., L-W, SES. UP G
INDIANA							
WDAD 1945	1450 250	Indiana Bcst. Inc. Indiana Theater Bldg. 5-5511	CBS, KBS, Quaker McGillvra	Thompson K. Cassel, p & gm Tony Rand, sm & sd Winsor Brown, cm & fd	Stanley Graziadio, ce Virginia Beatty, pd	Hazel Carnahan, wd	.... UP WE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.

*FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.*



HOOPER STATION LISTENING INDEX

MARCH 1952
HARRISBURG, PA.

TIME	WHP	STATION A	STATION B	STATION C
MON. THRU FRI. 8:00 AM-12:00 NOON	60.2	11.3	18.9	7.3
MON. THRU FRI. 12:00 NOON-6:00 PM	65.3	12.4	10.8	7.2
SUNDAY 12:00 NOON-6:00 PM	43.7	15.6	15.3	18.2
SUN. THRU-SAT. EVE 6:00 PM-10:30 PM	57.3	20.0	15.3	5.6
TOTAL RATED TIME PERIODS	59.6	15.7	14.7	7.1

***It's a wonderful combination,* says Mr. 580. CBS and WHP and the highest ratings . . . in the top quality market in Pennsylvania . . . with the highest per capita income . . . with retail sales 192% of average.**

So if you want sales in Pennsylvania's Central South area—including Lancaster, York and Lebanon—WHP's got 'em. *Get 'em today through Bolling!*

WHP
HARRISBURG, PA.

THE KEY STATION
OF THE KEYSTONE STATE

5000 W 580 KC
CBS RADIO NETWORK

Represented by BOLLING

JOHNSTOWN

WARD 1946	1490 250	Central Bcstg. Co. Porch Bldg. 81-216	CBS, Quaker Weed	Paul Short, p George D. Gartland, gm Robert R. Nelson, sm	Joseph B. Smith, pd Millard C. Coleman, ce Frank C. Jordan, nd	Bernie Shedlock, fd Joe Cavanaugh, sd Alma Cramer, wd	Wld. UP WE
WARD-FM 1948	*Chan. 221 (A)* *92.1mc* *0.285kw*						
WARD-TV (CP)		Rivoli Realty Co. Porch Bldg. 81-216	(For full information see TELECASTING Yearbook)				
WCRO 1947	1230 250	Century Bcstg. Corp. Fort Stanwix Hotel 9-8539	ABC, MBS, Quaker Radio Rep.	John Keel, p Stewart W. Phillips, vp Art Vrooman, ce	Clint Morse, fd Frank Toal, sd	Jane Smith, wd	INS WE
WJAC 1925	1400 250	WJAC Inc. 329 Main St. 4-1267	NBC, Quaker Young	W. W. Krebs, p John P. Foster, gm Park Claycomb, cm	N. L. Straub, vp eng Theodore Campbell, ce Ted Bunn, pmm	Ron Stephenson, nd Harold Scott, sd	L-W AP RCA
WJAC-FM 1948	*Ch. 238 (A)* *95.5mc* *8.3kw*						
WJAC-TV 1949		WJAC Inc. 329 Main St. 5-8251	(For full information see TELECASTING Yearbook)				

KITTANNING

WACB 1948	1380 1,000-D	Armstrong Co. Bcstg. Corp. 325 Market St. 43-1381		J. B. Moore, p E. J. Hirshberg, gm Albert Dame, cm	Chuck Moyer, pd Joseph Pelletier, ce Clyde Cranmer, sm	Ben Bowser, nd, fd & sd (Mrs.) Shirley Stull, wd	Thes. AP WE

LANCASTER

WGAL 1922	1490 250	WGAL, Inc. 8 W. King St. 5251	MBS, NBC Meeker	Clair R. McCollough, p Maynard W. Thomas, sm J. Robert Gulick, sm	Kenneth Kreider, pd J. E. Mathiot, tech. d	Alice Groff, pmm	Wld. UP
WGAL-FM 1944	*Ch. 267 (B)* *101.3mc* *3.8kw*						
WGAL-TV 1949		WGAL Inc. 8 W. King St. 5251	(For full information see TELECASTING Yearbook)				
WLAN 1946	1390 1,000 DA-N	Peoples Bcstg. Co. 252 N. Queen St. 7261	ABC, Commonwealth, Quaker Headley-Reed	Frank H. Altdoerffer, p, gm & ce Samuel M. Altdoerffer, vp & cm Ted Pollack, pd	John Rineman, pmm & sd Karl Scheying, nd Arthur J. Burks, fd	Dorothy Stevens, wd	L-W, Cap. AP RCA
WLAN-FM 1946	*Ch. 245 (B)* *96.9mc* *6.7kw*						

LANSFORD

WLSH 1952	1410 1,000-D	Miners Bcstg. Service Inc. P. O. Box D 1440	Everett-McKinney	**Joseph L. Maguire, p** John W. Angst, sm & pmm	Joseph C. Lendvay, cm Joe Greco, pd & sd	Milton W. Seltzer, ce Art Semigron, nd Sylvia White, wd	Assoc. UP Col.

LATROBE

WAKU 1951	1570 250-D	Clearfield Bcstrs. Inc. 202 Depot St. 2348		W. K. Ulerich, p W. J. Thomas, gm L. W. Stauffer, m & cm	Mark Funk, asst. m & nd Bernard Guidos, ce	Lee Stauffer, sd Colleene Frichtel, wd	Thes., Wld. AP G

WHLM

BLOOMSBURG, PA.

The 1951 retail sales in the area serviced by WHLM amounted to $147,346,000. Add to this $21,847,900 of farming dollars and you get a pretty fair idea why we say, "Time Buyers, you can't afford to pass up the selling power of WHLM."

Located in WHLM's primary coverage area are the famous Magee Carpet Company, American Car & Foundry, Wise Potato Chips and Merck Drug Company, to mention just a few with good, big payrolls.

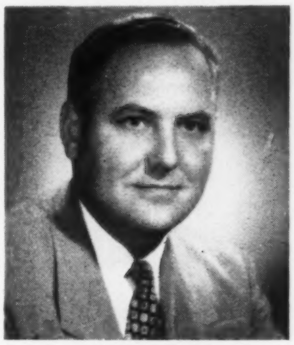
HARRY L. MAGEE
Owner and Operator

WIDE

BIDDEFORD-SACO, ME.
MBS-YANKEE

Since it went on the air November 6, 1948, it has been growing steadily in acceptance as a proven sales medium in this industrial-recreational marketing area. WIDE's proven daytime service area covers a population of 201,781 . . . During the spring and summer months the population increases enormously because WIDE is located in the heart of Maine's richest resort area . . . Old Orchard Beach, Kennebunk Beach, Pine Point and many others. Here, too, are located the famous textile plants of Pepperell, Bates and Saco-Lowell with large year-round payrolls.

ARTHUR A. DETERS
President and Gen. Mgr.



WHOL

ALLENTOWN, PA. CBS

Serving a progressive and prosperous area of diversified manufacturing plants; rich farms and splendid educational institutions; WHOL should definitely be your choice in the Allentown-Bethlehem market . . . 3rd in Pennsylvania . . . 42nd in the Nation.

The last census showed approximately 403,000 residents in the area served by WHOL. Retail sales in 1951 amounted to more than $350,000,000 . . . and farm dollars exceeded $28,000,000. You certainly want some of this business for your client's products, and WHOL can deliver it to you.

CHAS. G. HELWIG, Esq.
President

WAZL

HAZLETON, PA. NBC-MBS

WAZL is uniquely located at the southern end of Luzerne County and its coverage reaches into Carbon, Schuylkill and Columbia counties. This brings Hazleton's metropolitan buying population to 127,000.

Hazleton enjoys the rare distinction of having a higher effective buying income per family than the U. S. average . . . $6,570.00 per family and they use it to buy the products advertised on WAZL. Here is a station that will deliver to you 70% of the radio listening audience from 8:00 in the morning until 10:30 at night.

VICTOR C. DIEHM
President and Gen. Mgr.

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Li- brary, New Service Transmitt
LEBANON							
WLAB(FM) *(CP)*	*Chan. 281 (B)* *104.1mc* *4.7kw*	*Radio Lebanon, FM & TV Inc.* *1423 Elm St.*					
WLBR 1946	1270 1,000 DA-N	Lebanon Bcstg. Co. Central Bldg. 8th & Cumberland Sts. 2-7651	Quaker Burn-Smith	Lester P. Etter, mgng. d Julian F. Skinnell, opr. m Philip J. Reilly, cm	Henry H. Homan, pd & nd M. Leonard Savage, ce Hyland White, fd	Howard VanVoorhis, sd Mary Ellen Kurtz, wd	Assoc., Wld. AP RCA
WLBR-FM *1948*	*Ch. 261 (A)* *100.1mc* *0.72kw*						
LEMOYNE							
WCMB 1948	1460 5,000 DA-1	Rossmoyne Corp. Lemoyne Theater Bldg. Harrisburg 4-3005	MBS, Quaker Cooke	Edgar T. Shepard, Jr., p Ed K. Smith, vp & gm Rudy O. Marcoux, cm	John Archer, pd J. Howard Bair, ce Gilbert Brown, pmm	Pete Wambach, nd John A. Smith, fd Gordon Jones, sd	Thes. AP Ray.
LEWISTOWN							
WKVA 1949	920 1,000-D	Central Penn. Bcstg. Co. 7 N. Wayne St., Box 432 6771	ABC Gill-Keefe & Perna	Randall Leopold, p Robert L. Wilson, vp & gm J. Donald Raffensberger, cm	Lynn Bloom, pd & fd Robert Steltzer, ce Robert Hyle, pmm & sd	Peggy Beck, wd	UP G
WMRF 1941	1490 250	Lewistown Bcstg. Co. 5 W. Market 6757	NBC, Quaker Burn-Smith	J. S. Woods, p T. W. Metzger, gm Ralph Parker, cm	James Keyes, pd & pmm Kenneth Callahan, ce Dale Smith, sd	Rita McCoy, wd	St. UP WE
WLTN(FM) *1947*	*Ch. 250 (B)* *97.9mc* *2.25kw*	*(WMRF, AM affiliate)*					
LOCK HAVEN							
WBPZ 1946	1230 250	Lock Haven Bcstg. Co. 132½ E. Main St. 4038	MBS Quaker McGillvra	Donald C. Welch, p Harris Lipez, gm, sd John Wynne, cm	Dave King, pd, pmm & nd Kenneth Caum, ce	John McCool, fd Marilyn Fakosh, wd	L-W, Wld. AP Ray
McKEESPORT							
WEDO 1946	810 1,000-D	Tri-City Bcstg. Co. P. O. Box 810 4-7167	Rambeau	Edward J. Hirshberg, p Robert E. Badger, sm Mike Lee, pd & sd	Wilkes Hurley, ce Al McDowell, nd	Mrs. Lucy Lee Jones, wd	Thes. AP Ray.
WMCK 1947	1360 1,000 DA-N	Mon-Yough Bcstg. Co. Elks Temple 8-8888	McGillvra	Robert M. Cox, p E. A. Kline, gm Sam Vidnovic, cm & sd	Francis Haley, pd Charles White, ce Steve Chontos, nd	Onnie Lynn, wd	Wld. UP Ray.
WMCK-FM *1947*	*Ch. 285 (B)* *104.9mc* *0.5kw*						
MEADVILLE							
WMGW 1947	1490 250	Meadville Bcstg. Service First Nat'l Bank Bldg. 46-723	ABC, Quaker	H. C. Winslow, p Robert E. Trace, gm & sd Francis W. Richmond, cm	Evelyn Anderson, pd	Jack Harvey, ce	Wld. UP GE
WMGW-FM *1948*	*Ch. 262 (B)* *100.3mc* *10kw*						*WH*
MONTROSE							
WPEL (CP)	1250 1,000-D	Montrose Bcstg. Corp. Lake & Locust Aves. 397		W. Douglas Roe, p Loren F. Bridges, gm	Roy Almen, ce Paul Reynolds, nd	Margaret Bridges, wd	AP G
NANTICOKE							
WHWL 1947	730 1,000-D	Radio Anthracite Inc. 38 E. Main St. 1332	Forjoe	Henry W. Lark, p W. T. Jones Evans, gm	Thomas Hilburt, slm Livingston Clewell, pd & nd	Joseph Berrish, chf op	Cap. UP Ray
NEW CASTLE							
WKST 1938	1280 1,000 DA-N	WKST, Inc. Cathedral Bldg. 5050	MBS, Quaker Meeker	S. W. Townsend, p Art Graham, sm & cm Harry Reith, pd & sd	Donald Dout, ce Joe Kilch, pmm	Bill Sommer, nd	Wld. UP RCA
WKST-TV (CP)		WKST Inc. Cathedral Bldg. 5050	(For full information see TELECASTING Yearbook)				
NEW KENSINGTON							
WKPA 1940	1150 250-D	Allegheny-Kiski Bcstg. Co. 810 5th Ave. Edison 7-3588	Continental	C. R. Cooper, p Edward J. Kroen, gm & pd	Melvin Goldberg, cm	W. W. Neely, ce	L-W, Mac., SES., Cole UP RCA
NORRISTOWN							
WNAR 1946	1110 500-D	Norristown Bcstg. Co. 115 W. Main St. 8-7600	Walker	Farris E. Rahall, p Ogden R. Davies, gm Joseph A. Pace, slm	Buddy Brode, pd & sd Julius Kosik, ce	James M. Nellany, nd Eileen Stuart, wd	SES. AP G
OIL CITY							
WKRZ 1946	1340 250	WKRZ Inc. 201 Fair Bldg. 4-1260	MBS, KBS, Quaker	Kenneth E. Rennekamp, p & gm Catherine McLaughlin, cm Dick Thompson, pd & sd	Carl Lagota, ce Roland Phillips, pmm John Dunn, nd	Pat Nuhfer, fd Betty Lesko, wd	Wld. UP RCA
PHILADELPHIA							
KYW 1922	1060 50,000 DA-1	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 4-3700	NBC Free & Peters	Joseph E. Baudino, vp & gm (WH) Franklin A. Tooke, gm Robert H. Teter, cm	Gordon Davis, pd Paul I. Woodland, pmm I. N. Eney, ce	James Gantz, nd William Givens, fd Ruth Welles, wd	St., Thes. UP, INS WH
KYW-FM *1942*	*Chan. 223 (B)* *92.5mc* *20kw*						
WCAU 1922	1210 50,000	WCAU Inc. City Ave. & Monument Ave. Greenwood 7-8300	CBS Radio Sales	Donald W. Thornburgh, p & gm Joseph L. Tinney, vp & asst. gm Jack DeRussy, cm	Jos. T. Connolly, vp & pd John G. Leitch, vp & d of engrg. R. N. Pryor, vp & pmm	Charles Shaw, nd Amos Kirby, fd Bill Campbell, sd	L-W AP, UP
WCAU-FM *1941*	*Ch. 251 (B)* *98.1mc* *11kw*						
WCAU-TV 1948		WCAU Inc. City Line & Monument Aves. Greenwood 7-8300	(For full information see TELECASTING Yearbook)				

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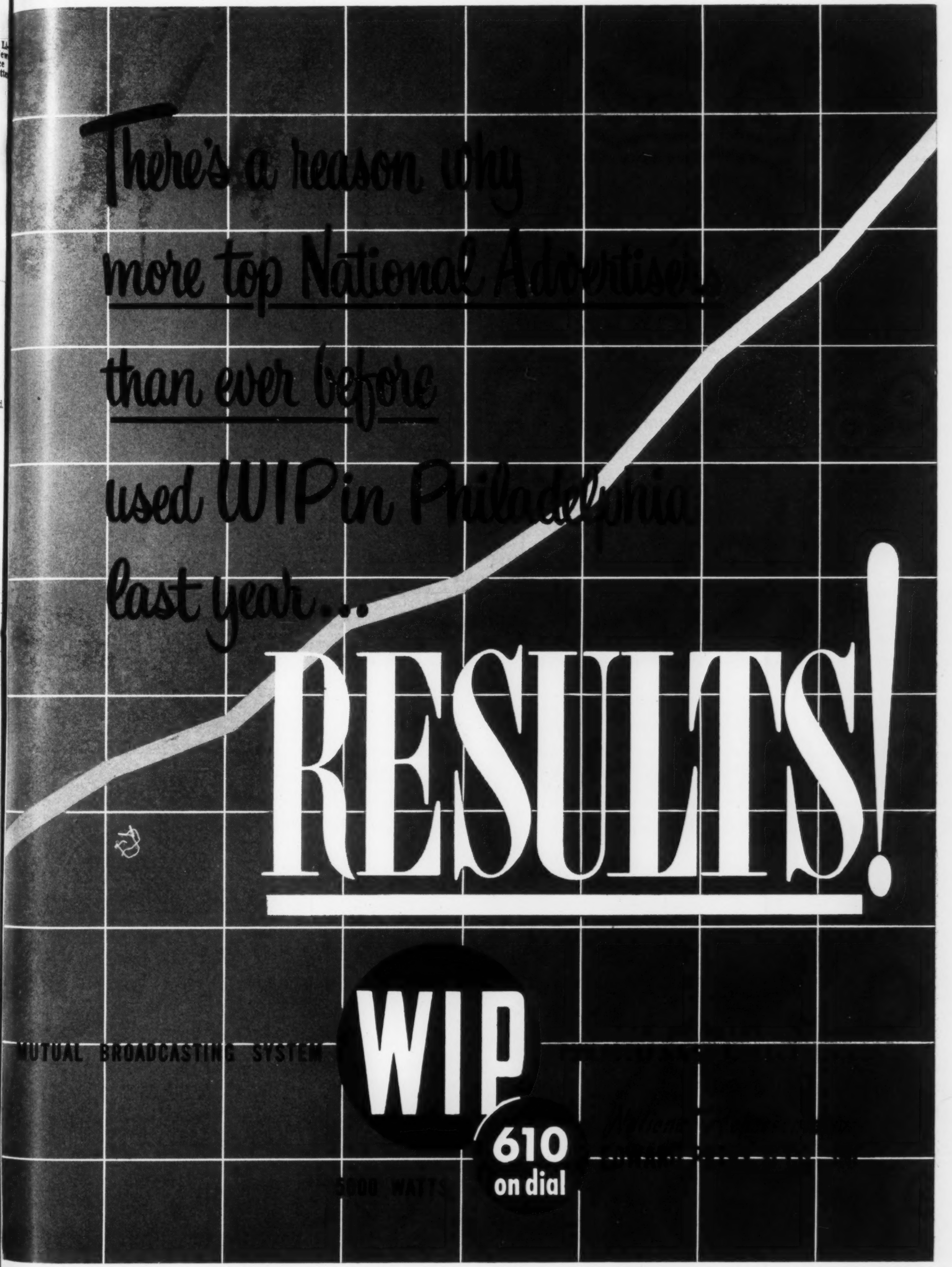

There's a reason why
more top National Advertisers
than ever before
used WIP in Philadelphia
last year...

RESULTS!

MUTUAL BROADCASTING SYSTEM

WIP

610 on dial

5000 WATTS

[illegible]

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			Transc. Library, News Service Transmitter
PHILADELPHIA (Cont'd)							
WDAS 1931	1400 250	Max M. Leon Inc. 223 Arch St. MArket 7-8484	Forjoe	Max M. Leon, p Robert A. Klein, gm & cm Fred Greene, pd	M. Leonard Matt, asst. gm & nd Frank Unterberger, ce	Sherry O'Brien, wd	AP RCA
WFIL 1922	560 5,000 DA-2	Triangle Publications Inc. 46th & Market Sts. Evergreen 2-4700	ABC, Quaker Katz	Walter H. Annenberg, p Roger W. Clipp, gm George A. Koehler, cm	Felix Meyer, pd Joe Zimmermann, pmm Henry Rhea, ce	Charles Harrison, nd Howard Jones, fd Tom Moorehead, sd	Wld. UP RCA
WFIL-FM *1941*	*Ch. 271 (A)* *102.1mc* *10kw*						
WFIL-TV 1947		Triangle Publications Inc. 46th & Market Sts. Evergreen 2-4700	(For full information see TELECASTING Yearbook)				
WFLN(FM) *1949*	*Ch. 239 (B)* *95.7mc* *20kw*	*Franklin Bcstg. Co.* *8200 Ridge Ave.* *Ivyridge 2-6000*	*Good Music Bcstrs.*	*Lawrence M. C. Smith, p* *Raymond S. Green, gm*	*William M. Davison, cm*	*John K. Thomas, ce*	*Assoc.* *UP* *Col.*
WHAT 1929	1340 250	Independence Bcstg. Co. 1505 Walnut St. Rittenhouse 6-2058	Indie	William A. Banks, p & cm Dolly A. Banks, gm & pmm Annette Oromaner, pd	Arnold Goldman, ce Len Stevens, nd Jerry Gains, sd	Ruby Edwards, wd	AP RCA
WHAT-FM *1950*	*Ch. 287 (B)* *105.3mc* *20kw*						
WIBG 1924	990 10,000 DA-2	Seaboard Radio Bcstg. Corp. 1425 Walnut St. Rittenhouse 6-2300	Radio Reps.	Paul F. Harron, p Joseph Lang, vp Edward D. Clery, gm & cm	Douglas Arthur, pd John H. Henninger, ce Rupe Werling, pmm	Ray Walton, nd Bob Knox, fd Tom Donahue, sd	UP WE
WIBG-FM *1948*	*Ch. 231 (B)* *94.1mc* *20kw*						
WIP 1922	610 5,000 DA-1	Pennsylvania Bcstg. Co. 35 S. 9th St. Walnut 2-6800	MBS Petry	Benedict Gimble Jr., p & gm Ralf Brent, dir sls Clyde Spitzner, lcl cm	Murray Arnold, pd Edward Wallis, dir pm & pub Clifford C. Harris, ce	Sam Ettinger, nd Jim Leaming, sd Mary Biddle, wd	Wld. AP, UP WE
WIP-FM *1942*	*Chan. 227 (B)* *93.3mc* *20kw*						
WIP-TV (CP)		Pennsylvania Bcstg. Co. 35 S. Ninth St. Walnut 2-6800	(For full information see TELECASTING Yearbook)				
WJMJ 1948	1540 1,000-D	Patrick J. Stanton 2043 Locust St. Locust 4-2300	McGillvra	Patrick J. Stanton, o & gm Charles Stahl, cm Michael Deegan, pd & pmm	Alec F. Iles, ce Doug Henson, nd & sd	Ruth Chilton, wd	SES. AP RCA
WPEN 1929	950 5,000 DA-N	Wm. Penn Bcstg. Co. 2212 Walnut St. Locust 4-6000	Gill-Keefe & Perna	William H. Sylk, p Wm. B. Caskey, gm & cm Jules Rind, pd	Charles W. Burtis, ce Sam Elber, pmm & nd	Matt Goukas, sd	Assoc. AP, UP WH
WPEN-FM *1942*	*Ch. 275 (B)* *102.9mc* *20kw*						
WPTZ(TV) 1941		TV Bcstg. Div. of Philco Corp. 1600 Architects Bldg. Locust 4-5500	(For full information see TELECASTING Yearbook)				
WTEL 1925	860 250-D	Foulkrod Radio Engrg. Co. 4312 N. Broad St. Davenport 4-4310	Indie	E. Douglass Hibbs, p & pd Henry N. Cocker, gm	John Field, ce	Theodora Kay, wd	
PITTSBURGH							
KDKA 1920	1020 50,000	Westinghouse Radio Stations, Inc. Grant Bldg. Grant 1-4200	NBC Free & Peters	Joseph E. Baudino, vp L. R. Rawlins, gm George D. Tons, cm	Robert E. White, pd Theodore C. Kenney, ce David N. Lewis, pmm	Homer H. Martz, fd	Thes. AP, UP WH
KDKA-FM *1942*	*Ch. 225* *92.9mc* *9kw*						
KQV 1919	1410 5,000 DA-2	Allegheny Bcstg. Corp. 800 Chamber of Commerce Bldg. Atlantic 1-9100	MBS, Tri-State Weed	Earl F. Reed, p James F. Murray, gm Chris Salmon, cm	Owen Simon, pd James Schultz, ce Bill Burns, nd	Pie Traynor, sd Jane Gibson, wd	L-W, Wld. UP WE
WCAE 1922	1250 5,000 DA-N	WCAE Inc. Carlton House 550 Grant St. Atlantic 1-6900	ABC Katz	Leonard Kapner, p R. Clifton Daniel, sm & pd Carl Dozer, cm	Edward M. Brown, pmm James Greenwood, ce	Richard McCarthy, nd Charles Nuzum, sd Gloria Abdou, wd	INS RCA
WCAE-FM *1948*	*Ch. 241 (B)* *96.1mc* *12kw*						
WDTV(TV) 1949		Allen B. DuMont Labs, Inc. Chamber of Commerce Bldg. Express 1-1071	(For full information see TELECASTING Yearbook)				WH
WJAS 1922	1320 5,000 DA-N	Pittsburgh Radio Supply House Inc. 411 Seventh Ave. Grant 1-4860	CBS Hollingbery	H. K. Brennen, p & gm H. H. Stehman, vp & secy.	John H. Buchheit, cm & pmm James M. Hughes, pd & nd	Walter W. McCoy, ce Jane Ellen Ball, wd	L-W UP WE
WJAS-FM *1948*	*Chan. 259 (A)* *99.7mc* *24kw*						
WKJF(FM) *1948*	*Chan. 229 (B)* *93.7mc* *20kw*	*Agnes J. Reeves Greer* *1715 Grandview Ave.* *Hubbard 1-2626*	*Forjoe*	*Agnes J. Reeves Greer, p* *F. G. Raese, gm & cm*	*Ralph Wiethorn, pd*	*Peter Pappas, ce*	*Wld., L-W* *UP* *WE*
WPGH 1947	1080 1,000-D	Pittsburgh Bcstg. Co. 220 N. Highland Ave. Emerson 1-5000		George M. Harton, p	Howard L. Lazarus, gm	Ralph L. Ketterer, ce	L-W AP
WPIT 1947	730 1,000-D	WPIT Inc. Pitt Bldg. Atlantic 1-1900	Forjoe	John J. Laux, p Don Ioset, vp, gm, cm & pmm	Michael Komichak, ce Kay Balfe, nd	Bob James, sd	UP G
WWSW 1932	970 5,000-DA-2	WWSW Inc. Hotel Sheraton Grant 1-5200	Blair	Pete Schloss, p, gm Ben Muros, sm	Harold Goldstein, pmm Henry Kaiser, ce	Raymond Schneider, nd Joe Tucker, sd	UP WH
WWSW-FM *1941*	*Chan. 233 (B)* *94.5mc* *8.5mc*						

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POTTSTOWN

WPAZ 1951	1370 1,000-D	Pottstown Bcstg. Co. 247 High St. 5000		Herbert Scott, p & gm Clifford Chafey, cm	Ralph Mellon, ce Charles King, sd	Lynn George, wd	Thes. UP G

POTTSVILLE

WPAM 1947	1450 250	Miners Bcstg. Service Inc. 106 S. Centre St. 5050	MBS, Quaker Everett-McKinney	Joseph L. Maguire, p Lou H. Murray, gm Frank Tamulonis, cm	Bud Angst, pd Milton Seltzer, ce Ray Mulligan, fd	John Samm, sd Romaine Scott, wd	Assoc. UP G
WPAM-FM 1947	*Chan. 238 (B)* *95.5mc* *5.1kw*						
WPPA 1946	1360 1,000-D 500-N-DA-N	Pottsville Bcstg. Co. 8 S. 2nd St. 4744		A. V. Tidmore, p & ce Ralph L. Price, cm	James Thompson, nd William P. Tidmore, pmm & fd	Ed Romance, sd Vivian Tidmore, wd	.... AP WE
WPPA-FM 1948	*Chan. 270 (B)* *101.9mc* *2.8kw*	*Pottsville Bcstg. Co.* *Swartara Rd.* ***Shenandoah, Penna.*** *Shenandoah 2-0064*		*A. V. Tidmore, p* *Walter Jones, cm*	*Georgine Yanavage, pd*	*Robert D. Schnaufer, ce*	*Wld.* *AP* *RCA*

PUNXSUTAWNEY

WPME (CP)	1540 1,000-D	Punxsutawney Bcstg. Co. 103 N. Gilpin P. O. Box 38		Sheridan W. Pruett, o	Charles M. Erhard, ptnr. & gm	J. A. Pelletier, ptnr. & ce	....

READING

WEEU 1932	850 1,000 DA-N	Hawley Bcstg. Co. 433 Penn St. 6-7335	ABC, Quaker Headley-Reed	Hawley Quier, p Thomas E. Martin, gm K. Richard Creitz, cm	George Carroll, pd, nd & fd Jack Gounder, pmm Harold Schearer, ce	Ed Cammarota, sd Nan Heckman, wd	Assoc. UP RCA
WEEU-FM 1949	*Chan. 225 (B)* *92.9mc* *9kw*						.... *Fed.*
WEEU-TV (CP)		Hawley Bcstg. Co. 433 Penn St. 6-7335	(For full information see TELECASTING Yearbook)				
WHUM 1946	1240 250	Eastern Radio Corp. Berkshire Hotel 4-4805	CBS H-R Reps.	Humboldt J. Greig, p & gm Richard G. Fichthorn, vp & cm Alan Lane, pd	Arthur W. Heim, pmm Joseph E. McCormack, ce John Deegan, nd	Sam Black, fd James D. Lindemuth, sd & wd	.... AP Ray.
WHUM-TV 1952		Eastern Radio Corp. Berkshire Hotel 4-4805	(For full information see TELECASTING Yearbook)				
WRAW 1922	1340 250	Reading Bcstg. Co. Inc. 19 N. 5th St. 7173	MBS, NBC Meeker	Clair R. McCollough, sta. exec. Frank J. Voss, sm J. Robert Gulick, slm	Ben Varishone, pd Ben Vernon, pmm	J. E. Mathiot, tech. d	.... Wld. UP

RED LION

WGCB 1950	1440 1,000-D	John M. Norris P. O. Box 88 3-3471		John M. Norris, p & gm	Vincent Freeman, cm	Clarke Wise, ce	Cap., SES. UP G

SAYRE

WATS 1950	1470 1,000-D	T. K. Cassel 110 N. Elmer Ave. Tally 0961	Indie	Thompson K. Cassel, p Shaun F. Murphy, gm & cm	Dick Buzzerd, pd Gene Edwards, pmm, nd & sd	B. A. Franklin, ce D. Colborn, fd Barbara Russell, wd	Thes., Wld. AP Ray.

SCRANTON

WARM 1940	590 5,000 DA-2	Union Bcstg. Co. Bowman Bldg. 4-1148	ABC, Quaker Hollingbery	Martin F. Memolo, p William M. Dawson, gm Sam M. Feigenbaum, cm	Joseph H. Salsburg, pd Mary Lynott, pmm R. J. Parker, ce	Jesse Landenberger, fd Dave Griffiths, sd Lynn Forman, wd	Thes. UP GE
WGBI 1925	910 1,000-D 500-N	Scranton Bcstrs., Inc. 1000 Wyoming Ave. 2-0296	CBS Blair	Mrs. M. E. Megargee, p George D. Coleman, gm, cm & pmm Mrs. Douglas Holcomb, vp	R. E. McDowell, sm Frank Monaghan, pd K. R. Cooke, ce	Thomas Powell, nd Kenneth Beghold, fd Ralph White, sd	Wld. AP **RCA**
WGBI-FM 1948	*Chan. 267 (B)* *101.3mc* *1.8kw*						.... *GE*
WGBI-TV (CP)		Scranton Bcstrs. Inc. 1000 Wyoming Ave. 2-0296	(For full information see TELECASTING Yearbook)				
WQAN 1950	630 500-D	Edward J. & Elizabeth R. Lynett Scranton Times 5151	Bolling	Edward J. Lynett, co-o Elizabeth R. Lynett, co-o Cecil Woodland, gm	Frank McCaffery, cm Robert Flanagan, pd Bill Pierce, pmm	Gino Ricciardelli, ce William T. Cullen Jr., nd Hugh Connor, fd	Assoc., St. AP, UP RCA
WQAN-FM 1948	*Chan. 222 (B)* *92.3mc* *1.8kw*						*GE*
WSCR 1947	1320 1,000-D 500-N DA-N	Lackawanna Valley Bcstg. 116 Adams Ave. 5242	NBC Headley-Reed	David M. Baltimore, p, gm & cm Barry Sherman, asst. m, pmm & sd	Willard Shimsky, ce Robert McHale, nd	Jess Landenberger, fd Ann Culkin, wd	L-W AP Ray.
WTVU (TV) 1952		Appalachian Co. 519 Mulberry St.	(For full information see TELECASTING Yearbook)				

SHAMOKIN

WISL 1948	1480 1,000 DA-N	Radio Anthracite Inc. Rock & Sunbury Sts. 8-6831	MBS, Quaker Forjoe	Henry W. Lark, p Charles R. Petrie, gm Stan Binkoski, cm	Dick Owens, pd Kenne Barber, pmm Ray Williard, ce	Dorothy Owens, wd	L-W AP RCA

SHARON

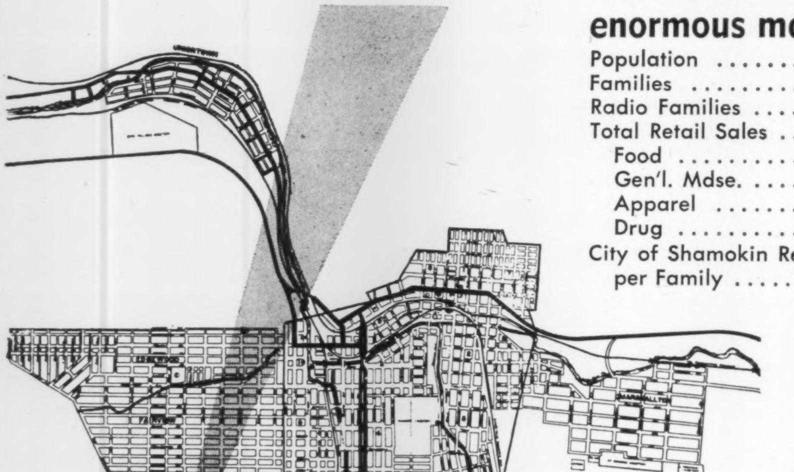
WPIC 1938	790 1,000-D	Sharon Herald Bcstg. Co. P. O. Box 541 4113	Young	John Fahnline Jr., p & gm Marc McCulloch, pd	A. C. Heck, ce Harold Smith, pd. d	Evelyn L. Keller, publ. d	Wld., Assoc. UP WE
WPIC-FM 1947	*Chan. 275 (A)* *102.9mc* *26kw*						.... Fed.

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
SOMERSET							
WVSC 1951	990 250-D	Somerset Bcstg. Co. P. O. Box 231 4186	Indie	T. H. Oppegard, gm & cm Carl R. Lee, ce & sm	Ernest E. Mark, pd, nd & sd		St. UP G
STATE COLLEGE							
WMAJ 1945	1450 250	Centre Bcstrs. Inc. P. O. Box 888 4959	MBS, KBS	W. K. Ulerich, co-o R. J. Kennard, co-o M. J. Berstein, sm & sd	Miriam Krebs, cm & wd Walter J. Morris, pd Douglas Beman, ce	Roger Clinton, nd	Wld. AP
ST. MARYS							
WKBI 1950	1400 250	Elk-Cameron Bcstg. Co. 41 Erie Ave. 2321	MBS, KBS Quaker	Cary H. Simpson, ptnr. K. E. Rennekamp, ptnr. R. H. Knouse, slm John A. Fay, pd	Vesta B. Smith, pmm Kenneth H. Bowers, ce Gibby Hoffman, nd	Blair Shore, fd Herbert F. Martin, sd Bess A. Kallas, wd	St. AP G
STROUDSBURG							
WVPO 1948	840 250-D	Pocono Bcstg. Inc. 578 Main St. 1102	Radio Reps.	James H. Ottaway, p Francis H. Brinkley, mgng. d Elton Hall, sm	Chester S. Miller, cm Joseph Webster, pd & nd Ernest R. Transue, ce	Joseph Whalen, sd	Assoc. UP Col.
SUNBURY							
WKOK 1933	1240 250	Sunbury Bcstg. Corp. 1150 N. Front St. 1325 & 1326	ABC, CBS. Quaker, Wm. Penn Net	Harry H. Haddon, p Homer R. Smith, gm C. Donald Walther, cm	Michael J. Kane, pd & sd Nelson H. Futch, pmm & nd Basse A. Beck, secy.-treas.	John W. Keller Jr., ce	AP Col.
WKOK-FM *1947*	*Chan. 231 (B)* *94.1mc* *4.4kw*						*RCA*
UNIONTOWN							
WMBS 1937	590 1,000 DA-N	Fayette Bcstg. Corp. Fayette Title & Trust Bldg. 8-3900	CBS, Quaker Meeker	Joseph C. Burwell, p & gm Harry Burwell, cm Charles Underwood, pd	Edward Hamlyn, pmm & nd William Henzly, ce Rex Carter, fd	James Gismondi, sd Ann Kovar, wd	Thes. UP Col.
WARREN							
WNAE 1946	1310 1,000-D	Northern Allegheny Bcstg. Co. 3032		David Potter, p & gm James Potter, cm Leroy Schneck, pd	Chuck Tranter, sd Homer Haines, ce David Evans, nd	Ann Shulman, wd	Thes. AP Ray.
WRRN(FM) *1948*	*Chan. 222 (B)* *92.3mc* *2.2kw*	*(WNAE, AM affiliate)*					G

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.

*FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.*



1951-'52 Consumer Markets Estimates of WISL's enormous market:

Population	259,800
Families	75,900
Radio Families	71,540
Total Retail Sales	$161,194,000
Food	42,984,000
Gen'l. Mdse.	15,628,000
Apparel	12,611,000
Drug	4,085,000
City of Shamokin Retail Sales per Family	$4,963

Active Industries in Shamokin and Vicinity:

sheet metal products....... brewing
meat packing........ drug products
paper products........ hosiery mills
dress and shirt factories.... cellulose
silk and cloth weaving.. railroad shops
mining... drugs... building materials
dyeing and processing..... furniture

ONE STREET in SHAMOKIN, PENNSYLVANIA divides almost 40,000 PEOPLE in TWO political sub-divisions

The growth shown by SRDS statistics in the WISL area of Pennsylvania—(Where WISL dominates) is due to new or expanding industrial activity by such firms as Merck & Co., (drugs); Cluett-Peabody Co., (Arrow shirts); Westinghouse, (Radio & TV); Empire State Chair Co. (furniture); Sunbury Wire Rope Manufacturing Co.; Shamokin Woolens; Pur-O-lator, to name a few.

The eastern quarter of WISL's coverage is mainly anthracite mining, while the north, south, and west quarters cover widely diversified industry and rich farming territories.

The industrialization of this area is due to the favorable conditions found here—good industrial sites, ample power (electricity, coal, gas)—unlimited good water, available labor, fine shipping facilities, recreational and cultural opportunities and community cooperation.

Be sure your distribution and sales grow with the area. Cover this entire territory through WISL—The Station That Produces results.

THERE ARE PLENTY OF RETAIL SALES TO BE MADE IN

SHAMOKIN, PENNSYLVANIA

. . . AND 4 RICH PENNSYLVANIA COUNTIES★ WITHIN WISL'S PRIMARY COVERAGE AREA.

REPRESENTED BY: FORJOE & CO.

WISL

A QUALITY STATION IN A QUALITY MARKET
SHAMOKIN, Pennsylvania
A MUTUAL OUTLET OF 1000 WATTS
$4 MILLION RETAIL TRADE INCREASE
SHOWN IN WISL PRIMARY AREA

XUM

WASHINGTON							
WJPA 1942	1450 250	Washington Bcstg. Co. Geo. Washington Hotel Bldg. 4870	MBS McGillvra	William S. Yard, p John L. Merdian, gm	A. Boyd Siegel, mngn. d	Peter Stanton, cm	Wld. UP ....
WJPA-FM 1949	*Chan. 282 (A)* *104.3mc* *6.0kw*						.... *G*
WILKES-BARRE							
WBAX 1922	1240 250	John H. Stenger Jr. 85 W. Union St. 3-0196	MBS Burn-Smith	John H. Stenger Jr., o & ce John H. Stenger III, gm	Edward Kuzma, pd Robert M. Whitehead, pmm	Milan J. Krupa, asst. ce Jim Hutchison, fd Jones Evans, sd	Assoc. UP Col.
WBRE 1924	1340 250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Headley-Reed	Louis G. Baltimore, p David M. Baltimore, gm & pmm A. C. Baltimore, cm	Franklin D. Coslett, pd & nd Charles Sakoski Sr., ce	Jim McCarthy, sd	Wld. AP RCA
WBRE-FM 1947	*Chan. 253 (B)* *98.5mc* *2.2kw*						
WBRE-TV 1953		Louis G. Baltimore 62 S. Franklin 3-3101	(For full information see TELECASTING Yearbook)				
WILK 1947	980 5,000-D 1,000-N DA-2	Wyoming Valley Bcstg. Co. 88 N. Franklin St. 4-4666	ABC, Quaker Avery-Knodel	Isaiah C. Morgan, M.D., p Roy E. Morgan, gm Harry P. Butler, cm	Thomas P. Shelburne, sm Harold Berg, pd Dorothy Carlson, pmm	Theodore S. French, ce Tom Bigler, nd James Hutchison, fd	L-W, Thes. AP WH
WILK-TV (CP)		Wyoming Valley Bcstg. Co. 88 N. Franklin St. 4-4666	(For full information see TELECASTING Yearbook)				
WILLIAMSPORT							
WLYC 1951	1050 1,000-D	Lycoming Bcstg. Co. 331 Pine St. 2-4676	Cooke	John T. Keliher, p James H. Fitzpatrick, gm & cm Royal Worth, actg. cm	Morris F. Doty, pd Robert N. Bubb, actg. pmm Vaughn Cherry, actg. ce	Curt E. Beyer, nd Joan Krimm, wd	Thes. AP G
WLYC-FM 1949	*Chan. 286 (B)* *105.1mc* *3.2kw*						
WRAK 1930	1400 250	WRAK Inc. 244 W. 4th St. 2-6116	NBC, Quaker Everett-McKinney	George E. Joy, gm J. Wright Mackey, cm Leon E. Kelly, pd	Irving A. Berndt Jr., pmm & nd Glenn Sherman, ce	Grace Baier, wd	Assoc. AP RCA
WRAK-FM 1947	*Chan. 262 (B)* *100.3mc* *3.2kw*						
WRAK-TV (CP)		WRAK Inc. 244 W. Fourth St. 2-6116	(For full information see TELECASTING Yearbook)				
WWPA 1949	1340 250	Williamsport Radio Bcstg. Assoc. Inc. 330 Government Pl. 7119	CBS Burn-Smith	Harry J. W. Kiessling, p Woodrow W. Ott, cm & gm Louis C. Cate, pd & pmm	Carl W. Steinbacher, ce Jerry Kreeger, nd Richard W. Bower, fd	Bill Gardner, sd Gertrude Madden, wd	Wld. UP RCA
YORK							
WNOW 1948	1250 1,000-D	Broadcast Div. Helm Coal Co. 25 S. Duke St. 8-2911	KBS, Quaker Wm. Penn Net. Keller	Lowell W. Williams, gm John O. Border, cm H. E. Daugherty, pd	Edwin L. Jay, pmm Willis N. Weaver, ce Albert H. Gladding, nd	George Hack, fd Chuck Rawlinson, sd Jane Candy, wd	Assoc. AP RCA
WNOW-FM 1948	*Chan. 289 (B)* *105.7mc* *12kw*						.... *Col.*
WNOW-TV (CP)		Helm Coal Co. 25 S. Duke St. 8-2911	(For full information see TELECASTING Yearbook)				
WORK 1932	1350 5,000-D 1,000-N-DA-N	York Bcstg. Co. Inc. 13 S. Beaver St. 6629	MBS, NBC Meeker	Clair R. McCollough, sta. exec. Leroy K. Strine, sm	J. Robert Gulick, slm James R. Wilson, pd	Albert Sher, pmm J. E. Mathiot, tech. d.	Thes. UP ....
WRZE(FM) 1948	*Chan. 253 (B)* *98.5mc* *8kw*	*White Rose Bcstg. Co.* *31 E. King St.* *82-873*		*Charles Gitt, p* *Michael Rebert, vp, gm*	*Edward Cannon, cm*	*Quinton G. Cumeralto, pd, sm, ce*	.... *RCA*
WSBA 1942	910 1,000 DA-2	Susquehanna Bcstg. Co. 53 N. Duke St. 8-2676	ABC, Quaker Radio Reps.	Louis J. Appell Jr., p Walter J. Rothensies, gm Philip K. Eberly, cm & pmm	Fred Shaffer, prod. d & sd Llewelyn Jones, ce Otis B. Morse IV, nd	Herman Stebbins, fd Ethel Grey, wd	Wld. AP RCA
WSBA-TV 1952		Susquehanna Bcstg. Co. 53 N. Duke St. 8-2676	(For full information see TELECASTING Yearbook)				

RHODE ISLAND

EWPORT							
WRJM 1948	1540 1,000-D	Aquidneck Bcstg. Corp. Treservoir Ave. Middletown, R. I. 4673 & 1540	.... Devney	Columbus O'Donnell, p & o	Wallace A. Walker, vp & gm	Joe Britto, ce Bette Erickson, wd	Wld. AP G.
AWTUCKET							
WPAW 1950	550 1,000-D	Roger Williams Bcstg. Co. 34 N. Union St. 5-9000	KBS	Dominick A. Hysko, p	Allen Jones, g & cm, pd	James Bonney, ce Henrietta Brazeau, wd	Mac. UP G.
ROVIDENCE							
WEAN 1922	790 5,000-DA-2	Yankee Div. of General Teleradio; Crown Hotel Temple 1-0800	MBS, Yankee H-R Reps	William S. O'Neil, p Mowry Lowe, gm Max Friedman, cm	William R. Sweeney, pd & sd Harry Tilley, ce	John D. Regan, nd Dexter MacMullen, pmm Carolyn Wallace, wd	Assoc. AP WE
WHIM 1947	1110 1,000-D	Inter-City Bcstg. Co. 144 Westminster St. Union 1-4211	Relay Net. Headley-Reed Kettell-Carter	Robt. T. Engles, p & gm Gerson Parmet, cm John Metts, bus. m	C. George Taylor, pd & pmm Carroll Philbrook, ce	Bruce Williamson, nd Gus Parmet, sd Harry Case, pd sup.	.... AP Col.
WICE 1947	1290 500-D	Narragansett Bay Bcstg. Co. 1111 N. Main St. Jackson 1-6565	.... Rambeau	Louis A. R. Pieri, p Sumner Pearl, gm & pd James F. M. Keough, cm	Oliver R. Adams, ce George Duffy, pmm & sd	Richard Walton, nd Courtney Mitchell, wd	.... UP WE
WJAR 1922	920 5,000-DA-2	The Outlet Co. 176 Weybosset St. Gaspee 1-8521	NBC, New England Weed, Bannan	George O. Griffith, vp & treas. John J. Boyle, gm	M. Sothern Abbott, prog. m Thomas C. J. Prior, ce	Ben Boyden, nd Warren Walden, sd Elizabeth Gunning, wd	Wld. AP WE

RHODE ISLAND—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations Owner **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
PROVIDENCE—(Continued)							
WJAR-FM *1948*	*Chan. 238 (A)* *95.5mc* *14kw*	*Rehoboth, Mass.* *186*					
WJAR-TV 1949	Chan. 10 192-198mc	The Outlet Co. 176 Weybosset St. Gaspee 1-8255		(For full information see TELECASTING Yearbook)			
WPJB 1941	1420 5,000 DA-1	Providence Journal Co. 75 Fountain St. Dexter 1-0600	ABC Taylor, Borgatti	G. P. Metcalf, p H. William Koster, gm	Harmon H. Hyde, pd George W. Sharpe, ce	Harry V. McKenna, nd Sue Bailey Reid, wd	Wld. AP, UP WE
WPJB-FM *1948*	*Chan. 286 (B)* *105.1mc* *20kw*						
WPRO 1924	630 5,000-DA-N	Cherry & Webb Bcstg. Co. 24 Mason St. Plantation 1-9776	CBS Raymer	William S. Cherry Jr., p	Arnold F. Schoen Jr., gm & cm	John A. Owen Jr., pd John V. Ferri, ce	Thes. AP, UP RCA
WPRO-FM *1948*	*Chan. 222 (B)* *92.3mc* *20kw*						.... WE
WRIB 1947	1220 1,000-D	R. I. Bcstg. Co. Narragansett Hotel Union 1-4512	New England Forjoe	Frank Rao, p Nicholas Ruggieri, gm Antonio Pace, mng. d	Edward P. Galligan, cm Don Rogers, pd & sd	Frederick Weiss, ce Fabian Hume, nd	Assoc. UP GE
WESTERLY							
WERI 1949	1230 250	Radio Westerly, Inc. 34 Main St. 2263	KBS Walker, Bannan	R. G. Moore, p Warren M. Greenwood, gm & cm	A. W. "Brud" Warren, pd, pmm, nd Donald Siegel, ce	Lee S. Greenwood, treas. Vin Collie, sd Joan Platt, wd	L-W UP Ray.
WOONSOCKET							
WNRI (CP)	1380 1,000-D	Friendly Bcstg. Co. 1 Social St. 5100		Raymond A. Mailloux, gm Roger A. Nault, exec. secy.	Jack A. Salera, pd		WE
WWON 1946	1240 250	Woonsocket Bcstg. Co. 99 Main St. 1240	MBS, Yankee	Mrs. Andrew P. Palmer, p Mitchell F. Stanley, gm	Eugene Mailloux, cm Gene Rousseau, pd	Harold Belknap, ce Gene O'Neill, sd	Wld. AP Col.
WWON-FM *1949*	*Chan. 288 (A)* *105.5mc* *.39kw*						

SOUTH CAROLINA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations			Transc. Library, News Service Transmitter
AIKEN							
WAKN 1952	990 1,000-D	Aiken Electronics Adv. Corp. P. O. Box 811 Graniteville 187		B. T. Whitmire, p John Mare, gm Randy Davidson, sm & pd	Steve Thomas, pdm J. C. Atkinson, ce & fd	Bunny Johnson, wd	Cap. AP G
ANDERSON							
WAIM 1935	1230 250	Wilton E. Hall 1 Martin St. 3800	CBS, Palmetto Smith, Dora-Clayton	Wilton E. Hall, p Glenn P. Warnock, gm G. Paul Browne, cm	R. Barath, pd W. Saunders, ce E. Eve, pmm	R. Powell, sd	Wld. INS WE
WCAC(FM) *1945*	*Chan. 266 (B)* *101.1mc* *41kw*		(WAIM, AM affiliate)				
WANS 1949	1280 1,000 DA-N	Carolina Bcstrs. P. O. Box 211 3262	MBS, KBS Devney	C. R. Johnson Sr., p Robert E. Liverance, gm Robert S. Fant, cm	Carroll Lee, pd & pmm Al Pratt, ce Harry Carroll, nd	Ralph Bramlett, sd	St. UP WE
BARNWELL							
WBAW (CP)	740 250-D	Blue Ridge Bcstg. Co.					
BENNETTSVILLE							
WBSC 1947	1550 10,000-D 5,000-N DA-N	Bennettsville Bcstg. Co. P. O. Box 639 1080 & 1081	MBS McGillvra	John W. Orvin, p Malcolm A. Young, gm & cm Ervin T. Melton, Jr., pd & nd	John S. Gronert, ce	George Peterson, sd	.... AP G

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.

*FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Anten same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Nig SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.*

* * *

COVERAGE

5000 watts (full time) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the rich Fall River-New Bedford, Mass., marketing area with a signal greater than 2 mv.

* * *

AUDIENCE

An active audience, loyal to a BALANCED schedule of TOP-RATED CBS and local programs —programs designed for PRIMARY listening attention. Important because—listeners who really LISTEN, are buyers who really BUY!

* * *

more New Englanders listen to WPRO than any other Rhode Island station.

to reach the most buyers, **BUY BASIC.. CBS ..WPRO AM & FM**

PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

SOUTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
BISHOPVILLE							
WAGS (CP)	1380 1,000-D	Lee County Bcstg. Co. Bishopville, S. C.		Howard L. Ginsberg, ptnr & gm			....
CAMDEN							
WACA **1948**	1590 1,000-D	Camden Bcstg. Co. Camden, S. C. 80	Dora-Clayton	H. S. Bowden, p Tom Richards, gm & sd Charles Ballard, cm	Arthur Sheheen, pd Joe Toher, ce Paul Myhand, sm, nd & fd	Sally Brennison, wd	Wld. UP G
CHARLESTON							
WCSC 1930	1390 5,000 DA-N	WCSC Inc. Francis Marion Hotel 7611	CBS Free & Peters	John M. Rivers, p & gm Roland Weeks, cm Russell Long, pd	Wilbur R. Albee, ce Alma Davis, pmm Annie Laurie Quarterman, traffic m	Harry Ginaris, nd & sd Charles Hall, fd Sandra Lyon, wd	Wld. UP WH
WCSC-FM *1948*	*Chan. 245 (B)* *96.9mc* *36kw*						
WCSC-TV (CP)		WCSC Inc. Francis Marion Hotel 7611		(For full information see TELECASTING Yearbook)			
WHAN 1945	1340 250	Charleston Bcstg. Co. 152B Market St. 31644	ABC Burn-Smith	E. H. Keown, gm G. R. Connor, cm Wm. P. Birchfield, ce	P. A. Rice, nd Jim Bigelow, fd George Norwig, sd	Hilda Edwards, wd	Cap. UP RCA
WPAL 1947	730 1,000-D	Palmetto Bcstrs. Inc. 149 Wentworth St. 36428 & 36429	Dora-Clayton, Forjoe	George G. Weiss, p Laurens P. Moore, gm Robert T. Chrystie, cm & sd	Louise B. Withrock, pd Charles E. Watkins, ce	Walter W. Hanna, pmm & fd	.... Col.
WTMA 1939	1250 5,000-D 1,000-N DA-N	Atlantic Coast Bcstg. Co. 133 Church St. 22961	NBC, Blair, Cummings	Edward Manigault, p Douglass M. Bradham, gm Grange C. Cuthbert, Jr., cm	Newton S. Smyth, pd Gordon Knight, ce	Henry Mann, pmm	Assoc. AP WH
WTMA-FM *1947*	*Ch. 236 (B)* *95.1mc* *49kw*						
WUSN 1948	1450 250	Southern Bcstg. Co. Inc. P. O. Box 154 2-2652	MBS	J. Drayton Hasite, gm & cm			
CHESTER							
WGCD 1948	1490 250	Craig Bcstg. Co. 138 Main St. 1171	MBS, KBS McGillvra	A. B. Craig, p Morgan J. Craig, gm & ce Arthur Cornwall, cm, pd & nd	J. L. Kennedy, pmm & sd Roy Kirven, Jr., fd	Julia Dukes, wd	Wld. AP GE
CHERAW							
WCRE (CP)	1420 500-D	Chesterfield Brdcstrs.					
CLEMSON							
WTIG(FM) *(CP)*	*Chan. 246* *97.1 mc* *53kw*	*Clemson Bcstg. Co.* *16-A Hunter St.*					
COLUMBIA							
WCOS 1939	1400 250	Radio Columbia Cornel Arms Apt. Bldg. 2-2177	ABC Headley-Reed	Charles W. Pittman, p & gm Law Epps, dir. AM oper. & cm	John Rapp, pd Robert Lambert, ce	Wayne Poucher, sd Barbara Allen, wd	Wld. AP RCA
WCOS-FM *1951*	*Chan. 250 (B)* *97.9mc* *5.3kw*						
WCOS-TV (CP)		Radio Columbia Cornell Arms Apt. Bldg. 2-2177		(For full information see TELECASTING Yearbook)			
WIS 1930	560 5,000 DA-N	The Bcstg. Co. of the South 1111 Bull St. 36431	NBC Free & Peters	B. Calhoun Hipp, p G. Richard Shafto, vp & gm J. Dudley Saumenig, mgng. d	Frank Harden, pd Herbert G. Eidson, ce John H. Brock, pmm	W. D. Wokman, Jr., nd John Evans, fd Ray Stanfield, sd Kay Collins, wd	Thes. UP WE
WIS-FM *1948*	*Ch. 233 (B)* *94.5mc* *1.3kw*						
WMSC 1945	1320 1,000 DA-N	Marseco Bcstg. Corp. 1127 Lady St. 28659	CBS H-R Reps.	C. Wallace Martin, p, treas., gm & cm Grenville Seibels, pd & nd John C. Cosby, ce	Don Clark, pm Tom Burgess, fd Ed Osborne, sd	Ruth Gottlieb, wd	Assoc. & L-W UP Col.
WNOK 1947	1230 250	Palmetto Radio Corp. Hotel Jefferson 3-9401	MBS	H. Moody McElveen Jr., gm W. C. Bochman, cm David Campbell, pd	Donald Willoughby, ce Edward Jordan, pmm Pat Fitzgerald, nd	Jack Cook, fd Bob Fulton, sd Meta Miller, wd	.... AP RCA
WNOK-TV (CP)		Palmetto Radio Corp. 1811 Main St. 3-9401		(For full information see TELECASTING Yearbook)			
CONWAY							
WLAT 1945	1490 250	Coastal Bcstg. Co. P. O. Box 497 340	MBS McGillvra				

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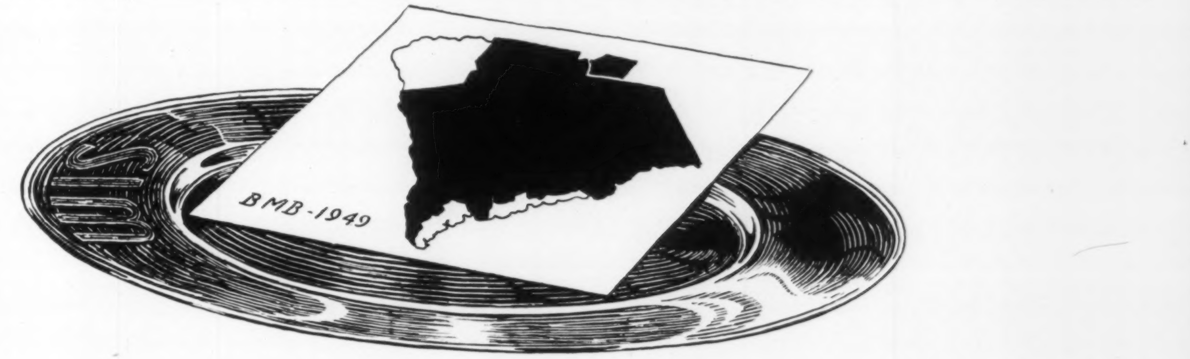
XUM

DILLON							
WDSC 1946	800 1,000-D	Border Bcstg. Co. Highway 301 470 & 471	ABC Gill-Keefe & Perna, Dora-Clayton	L. B. Hyman, o Joseph Martin, p & gm Adelaide Monroe, cm	William J. Bunn, pd & fd M. J. Herring, ce Lee Lumpkin, pmm	Jim Murff, nd & sd Mrs. Ella Rauch, wd	Thes. UP G
WDSC-FM 1951	*Chan. 226 (B)* *92.9mc 10kw*						
EASLEY							
WELP 1951	1360 1,000-D	Pickens County Bcstg. Co. P. O. Box 522 9388	KBC, Palmetto Indie Sales	J. Lake Williams, p Joel N. Hinton, vp Robert O. Moran, gm	Cleatus Brazzell, cm H. Otto McDonald, ce	Sue S. Shaw, wd & traffic m	.... UP RCA
FLORENCE							
WJMX 1951	970 5,000-LS 1,000-N DA-N	Atlantic Bcstg. Co. P. O. Box 1211 6351		E. E. Stone, o Paul H. Benson Jr., gm, cm, pd	Frank A. Jenne, ce Ervin T. Melton Jr., nd, fd	Dave Rogers, sd Marguerite M. Eaton, wd	Thes. UP WH
WOLS 1937	1230 250	Florence Bcstg. Co. 151 S. Dargan St. 3271	KBS	Melvin Purvis, p & gm A. P. Skinner, cm W. A. Pritchett, ce	Dick Jones, pmm Charles Sligh, nd Bill Peters, fd	A. E. Martin Jr., sd Mary Tatum, wd	SES. UP
GAFFNEY							
WFGN 1948	1570 250-D	Cherokee Radio Co. P. O. Box 759 4795	KBS	A. R. Godshall, p Morton E. Green, gm, cm & nd Billy Gibbons, pd & sd	Jesse Parker, ce Virginia Gertz, pmm Jo Hambright, fd	Josephine Hambright, wd	L-W UP Ray.
GEORGETOWN							
WGTN 1949	1400 250	Georgetown Bcstg. Co. Inc. 216 S. Fraser St. 621	MBS Cooke Carolina Palmetto	J. B. Delzell, p, gm Allen B. Wester, cm	Mamie Delzell, pd, wd Arthur D. Nix, ce	Allen Wester, sd	.... Ray.
GREENVILLE							
WAKE 1950	1490 250	Piedmont Bcstg. Co. 400 Mayberry St. 57406	CBS, MBS Pearson	V. D. Ramseur, p James F. McDonough, gm & pd H. A. Morris, ce	Inez Anders, pmm Carl Meeks, nd Elmer Snodgrass, fd	Jerry Mosteller, sd Doris Cabler, wd Queenie Kershaw, librarian	Assoc. INS G
WESC 1947	660 5,000-D	Greenville Bcstg. Co. 1 College St. 28241	Rambeau, Dora-Clayton	Mrs. Scott Russell, p W. Ennis Bray, vp, gm & cm David A. Moss, pd & pmm	Felton Bailey, ce J. Davenport, traffic m Fred Heckman, nd	Robert Way, fd W. A. Mullinax, sd	L-W AP G
WESC-FM 1948	*Chan. 223 (A)* *92.5mc* *12.5kw*						
WFBC 1932	1330 5,000 DA-N	Greenville News-Piedmont Co. News Bldg. 21511	NBC Avery-Knodel	B. H. Peace Jr., p Beverly T. Whitmire, gm Robert Q. Glass Jr., cm	Norvin C. Duncan, pd William E. Garrison, ce Paul Chapman, pmm	Harry Coggins, nd Ben Leonard, fd Verner Tate, sd Alice Wyman, wd	Thes. UP WH
WFBC-FM 1948	*Chan. 229 (B)* *93.7mc 8.7kw*						
WMRC 1940	1440 5,000 DA-2	Textile Bcstg. Co. 3 College St. 32751	ABC Weed	Robert A. Jolley, p A. Kenneth Beachboard, gm & cm W. T. Arrington, pd	George Tate, ce Lidie Lee Walters, pmm Claude Freeman, nd	Paul Fisher, fd Bob Shelley, sd Debbie Bradley, wd	Wld. AP Col.
WMRC-FM 1947	*Ch. 235 (B)* *94.9mc* *3.9kw*						
WMUU 1949	1260 1,000-D	Bob Jones University Greenville, S. C. 76711		Dr. Bob Jones Jr., p R. K. Johnson, gm Glen Schunk, cm	Ben Cummings, pdm Paul Mathew, ce Joan Baehre, pmm	Elmer Rumminger, nd Jack Buttram, fd Fred Afman, sd	.... AP, INS Col.



South Carolina on a Silver Platter . . .

WIS with the lowest frequency in the state, 560 kilocycles, reaches 145,960 families in 40 of South Carolina's 46 counties. Of this total, 88,780 — or 60% — tune in WIS 6 or 7 days weekly.*

The 20-county retail trading area credited to Columbia (BBD&O) is the largest in the state in people — 886,700 — and in E.B.I. — $742,567,000.** 67% of these people tune in WIS 6 or 7 days weekly.

For sales RESULTS, let WIS, an NBC affiliate for 22 of its 23 years, carry YOUR sales message to the growing, diversified, industrial and agricultural market it COVERS!

G. Richard Shafto, General Manager
J. Dudley Saumenig, Managing Director

***BMB, Spring 1949, Daytime**
****Sales Management, 1952.**

WIS 560 KC
5000 W
COLUMBIA, S. C.

Represented nationally by Free & Peters.

No Other Station Serves South Carolina Like This!

SOUTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
GREENWOOD							
WCRS 1941	1450 250	Grenco, Inc. P. O. Box 868 4300	NBC Clark	Douglas Featherstone, p Dan Crosland, gm & pd Ralph Norman, cm & pmm	Charles M. Sparks, ce Randy Davidson, sd	Mary Harton, wd	Thes., Assoc. AP RCA
WCRS-FM *1948*	*Ch. 239 (B)* *95.7mc* *8.6kw*						
WGSW (CP)	1350 1,000-D	Radio Greenwood Inc. Edward Arms	MBS	W. C. Woodall Jr., p C. H. Grider, gm	Vernon McCarthy, cm	Olyn Gee, pd	.... UP Gates
GREER							
WEAB 1949	800 250-D	Greer Bcstg. Co. P. O. Box 151 1057 & 1058	KBS	Edd A. Burch, co-o, gm & cm W. Ryan Frier, co-o Betty Beers, pd & wd	J. E. Cole, ce Vernon Fox, ne	Perry Clinton, fd & sd	L-W UP G
HARTSVILLE							
WHSC 1946	1450 250	Hartsville Bcstg. Co. College Ave. 1450	MBS, KBS McGillvra	Charles H. Campbell, p Raymond Caddell, gm, pd & nd Donald A. Brienen, ce	Wilford Nelson, pmm & fd Gerald Quick, sd	Eleanor F. Williamson, wd	Cap. AP Ray.
KINGSTREE							
WDKD 1949	1300 1,000-D	Palmetto Bcstg. Co. 6761		E. G. Robinson Jr., co-o, gm & pmm M. L. Few, co-o Charles Green, cm	Carroll Gowdin, pd & nd Dan Owen, ce Glenn Frence, fd & sd	Tilla Robinson, wd	Wld. AP G
LANCASTER							
WLCM 1951	1360 1,000-D	Royal Bcstg. Co. 103 S. Catawba St. 1406	Southern Radio	Milton D. Scarboro, p & gm David Phillips, cm Joann McManus, pd & wd	Robert Shikerdjanski, ce Gary Cable, pmm James Marlowe, nd	F. W. Cannon, fd Allen Hill, sd	Wld., Thes. AP Col.
LAURENS							
WLBG 1948	860 250-D	WLBG Inc. P. O. Box 642 22331	KBS, Palmetto	J. C. Todd, p Richards Todd, gm & cm Jack B. Anderson, pd	T. H. Stevenson Jr., pmm Jack H. Taylor, ce & nd Carroll Sexton, fd & sd	Betty J. Bishop, wd	Wld. UP Ray.
MULLINS							
WJAY 1949	1280 1,000-D	Mullins & Marion Bcstg. Co. Highway 76, Box 41 3901	KBS	W. G. Smith, p James F. Ramsey, gm & cm Bob Allen, pd, pmm & nd	George Magera, ce Kenneth Gasque, fd Dwight Snyder, sd	Annie Laurie Sawyer, wd	L-W UP Ray.
MYRTLE BEACH							
WMRA 1948	1450 250	Elizabeth Evans Ocean Forest Hotel 5061		Elizabeth Evans, p & gm S. W. Monroe, cm Crosby Brunson, pd	W. C. Evans, ce Tom Garner, pmm & sd Sam Zack, nd	Tom Lee, fd Betty Dale, wd	.... UP G
NEWBERRY							
WKDK 1946	1240 250	Newberry Bcstg. Co. 11 Radio Dr. P. O. Box 211 143	MBS, KBS	James F. Coggins, p & gm Marcia Coggins, vp & wd Emory Bedenbaugh, cm	Joe Morris, pd, pmm & fd Ray Gilliam, ce	Jimmie Coggins, nd & sd	Thes. AP Ray.
ORANGEBURG							
WRNO 1946	1450 250	WRNO Inc. Orangeburg, S. C. 1420	MBS	Charles S. Henerey, p Frank B. Best, gm & nd Frank B. Best Jr., pd & pmm	Gus Browning, ce Joe Phillips, fd Norman Mathews, sd	Betty Hydrick, wd	Thes. AP RCA
WTND 1948	920 1,000-D	WTND, Inc. No. 1 Memorial Plaza 1600	Clark	J. I. Sims, p & gm L. Richard Rhame, pd	Larry Stiles, co-engr.	Perry Herrington, co-engr.	Wld. UP RCA
WTND-FM *(CP)*	*Ch. 274 (B)* *102.7mc* *4.1kw*						
ROCK HILL							
WRHI 1944	1340 250	York County Bcstg. Co. Rock Hill Natl. Bank Bldg. 2085	MBS McGillvra	James S. Beaty Jr., co-o, gm, ce William C. Beaty, co-o, sm, pd	Harper S. Gault, co-o, cm, pmm, fd	Connie R. Morton, sd	Wld. AP RCA
WRHI-FM *1949*	*Chan. 248 (B)* *97.5mc* *9.4kw*						.... *GE*
WTYC 1948	1150 1,000-D	Tri-County Bcstg. Co. Inc. Robert Marshall Hotel 3175					
SENECA							
WSNW 1949	1150 1,000-D	Blue Ridge Bcstg. Co. 8234	KBS	J. A. Gallimore, p, gm & nd Charles Gwynn, cm	Mrs. J. A. Gallimore, pd	Herbert Hosea, ce	L-W, Wld. UP G
WSNW-FM *(CP)*	*Chan. 251* *98.1mc* *6.5kw*	*Blue Ridge Bcstg. Co.* *P. O. Box 443*					

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XUM

Your Best Buy (as always) in South Carolina's Leading Market is **WFBC** Greenville . . .

Here's NEW* proof

With a daytime audience of 122,520 homes

WFBC Leads

Station "B" by 70%
Station "C" by 111%
Station "D" by 319%
Station "E" by 503%

. . And with a nighttime audience of 86,670 homes

WFBC Leads

Station "B" by 79%
Station "C" by 230%

(Stations "D" and "E" do not broadcast at night)

In audience growth from 1949 to 1952

WFBC Is Up

In Daytime 26.4%
In Nighttime 24.2%

Full NBC Service For the Greenville, Spartanburg and Anderson Markets

* New data given here is from the 1952 nation-wide Survey by A. C. Nielsen Co. Figures for 1949 were from BMB. Detailed information will be given gladly on request.

WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S. C.
THE NEWS-PIEDMONT STATION

Represented Nationally by AVERY-KNODEL, INC.

SOUTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
SPARTANBURG							
WJAN (CP)	1400 250	James C. Byrd, Jr.		James C. Byrd Jr., p, gm & ce			AP
WORD 1940	910 1,000 DA-2	Spartan Radiocasting Co. 291 E. Main St. 32711	NBC Hollingbery	Walter J. Brown, p John Kirkpatrick, gm John C. Carrington, cm	Sterling W. Wright, pd Clyde J. Burdette, ce Richard R. Sanders, pmm & nd	Jack Davis, fd Bill Goodrich, sd Helen Beeley, wd	Thes. AP G
WDXY (FM) 1948	*Ch. 263 (B) 100.5mc 9.2kw*	*(WORD, AM affiliate)*					
WSPA 1929	950 5,000 DA-N	The Bcstg. Co. of the South 224 E. Main St. 33621	CBS Blair, Cummings	Roger A. Shaffer, mgng. d Ross M. Holmes, cm Ed McGrath, pd & sd	Harold R. Beckholt, ce Jane Dalton, pmm & wd Tom Fleming, nd	Clifford D. Gray, fd	St. UP WE
WSPA-FM 1946	*Ch. 255 (B) 98.9mc 4.85kw*						
SUMTER							
WFIG 1940	1340 250	Radio Station WFIG, Inc. Radio Center Bldg. 1340	MBS McGillvra	F. B. Creech Sr., p T. Doug Youngblood, gm Fulton B. Creech Jr., cm	Paul T. Reidy, pd James L. Williams, ce John Sherman, nd	T. O. Bowen, fd Tom Craig, sd Ann Withers, wd	Wld. AP RCA
WSSC (CP)	1240 250	Radio Sumter Sumter, S. C.					
UNION							
WBCU 1949	1460 1,000 DA-N	Union Carolina Bcstg. Co. 210 E. Main St. 1200	ABC, Palmetto Continental	E. H. Hughes, p Bill Stribling, sm, cm, nd, fd Ethel Lancaster, pd	Thomas W. Weathers, ce	Bud Hall, pmm & sd	Thes. UP RCA
WALTERBORO							
WALD 1947	1490 250	Walterboro Bcstg. Co. P. O. Box 12 3861	MBS	R. M. Jefferies, p Louis M. Neale Jr., gm & ce	Lanny Layton, cm	Louise Long, pd	Wld. AP Ray.
WALD-FM 1952	*Chan. 292 106.3mc 0.59kw*						

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WSPA Has The Strongest Pulsebeat In The Carolina-Piedmont (SPARTANBURG-GREENVILLE) Area!

This past April...The Pulse, Inc., completed a comprehensive survey of who's-listening-to-what-and-when in these seven representative counties in part of our WSPA area ...Cherokee, Greenville, Laurens, Spartanburg and Union in South Carolina — Polk and Rutherford in North Carolina.

Here's What It Proved

From 6:00 A.M. to 12:00 Noon

WSPA enjoys more than THREE TIMES the audience of the next highest of the seven stations reported in the seven counties surveyed!

From 12:00 Noon to 6:00 P.M.

WSPA enjoys more than THREE TIMES the audience of the next highest station!

From 6:00 P.M. to 8:00 P.M.

WSPA enjoys nearly FOUR TIMES the audience of the next highest station!

Here's Why!

In this prosperous, populous Carolina-Piedmont (Spartanburg-Greenville) Area...WSPA is tops in Showmanship because — in addition to the great CBS shows — our program is spiced with our own popular WSPA personalities and interspersed with accurate and frequent local, national and international news coverage. That's what keeps WSPA on top in audience preference!

And...Can We Sell!

Just call any John Blair man! He'll gladly give you all the details and figures pertinent to our huckstering ability in this rich, ready-to-buy, 17-county market.

Represented By
John Blair & Co.

Harry E. Cummings
Southeastern Representative

First CBS Radio Station For The Spartanburg-Greenville Market

Roger A. Shaffer
Managing Director

Ross Holmes
Sales Manager

WSPA

5,000 WATTS 950 KC
South Carolina's Oldest Station
SPARTANBURG, S. C.

SOUTH DAKOTA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
ABERDEEN							
KABR 1952	1220 250-D	Aberdeen Bcstg. Service Highway No. 281 N 2686	Lawson	Delbert T. Hunt, p, gm & ce	Eddie Weeks, pd	John Chillson, pmm	St. UP Col.
KSDN 1948	930 1,000 DA-N	Aberdeen News Co. 12 3rd Ave S.E. 4573	ABC Weed	Henry Schmitt, p Byron J. McElligott, gm Russa Osborne, cm	E. C. Pieplow, pd George Crocker, ce Dean Matteson, nd	Russ Kruse, fd Chuck Beggs, sd Helen Holgate, wd	.... AP WE
DEADWOOD							
KDSJ 1947	980 1,000 DA-N	Heart of the Black Hills Station P. O. Box 462 186	MBS, KBS, Inter-mountain & Upper Midwest Holman	John Daniels, p & co-o Eli Daniels, co-o, gm & ce Harry Daniels, co-o & cm	Bonnie Laughlin, pd	Tom Murphey, sd	Wld. UP Ray.
HURON							
KIJV 1947	1340 250	James Valley Bcstg. Co. 1726 Dakota Ave. S. 765	NBC, KBS Lawson	Max F. Staley, p, gm & ce Dwight Coursey, cm & pm Dale Larson, pd	Bill Tredway, sd	Rita Engel, wd	Thes AP Col.
MITCHELL							
KORN 1947	1490 250	Mitchell Bcstg. Assoc. 217-219 N. Main St. 621	MBS	Ray Eppel, p, gm & pd B. H. Ohde, cm & pmm	John Doherty, ce	Robert B. Wood, nd & sd	L-W UP WE
PIERRE							
KGFX 1916	630 200-D	Estate of Dana McNeil 203 W. Summit Ave. 2351	KBS, Upper Midwest Lawson	Ida A. McNeil, gm, cm, pd	Selwyn Ronning, ce		.... UP RCA
RAPID CITY							
KOTA 1936	1380 5,000 DA-N	Black Hills Broadcast Co. of Rapid City 1819 W. St. Joe St. 2000	CBS Headley-Reed Bulmer & Johnson	Robert J. Dean, p Abner H. George, gm Stan Lieberman, slm	Harley Hanson, sd Jack A. Crowley, pmm A. E. Griffiths, ce	Norman Heffron, nd Gene Taylor, fd Polly Weedman, wd	Wld. & Cap UP RCA
KOZY(FM) 1949	*Ch. 234 (A)* *94.7* *25kw*	*(KOTA, AM affiliate)*					
KRSD (CP)	1340 250	Heart of the Black Hills Station		John Daniels, co-o	Eli Daniels, co-o, gm & ce	Harry Daniels, co-o & cm	.... UP ....
SIOUX FALLS							
KELO 1937	1320 5,000	Midcontinent Bcstg. Co. 8th & Phillips Ave. 4-5841	NBC Taylor	Joe Floyd, p Evans A. Nord, gm & cm James Burt, pd & sd	Les Froke, ce Dave Dedrick, pmm Dean Montgomery, nd	Les Harding, fd Marie Horten, wd	St. & Cap. UP RCA
KELO-TV (CP)		Mid-Continent Bcstg. Co. 8th & Phillips Ave. 4-5841		(For full information see TELECASTING Yearbook)			
KIHO 1948	1270 1,000-DA-1	Big Sioux Bcstg. Co. 218 S. Main Ave. 4-7736	MBS Raymer	Dr. John D. Conner, p David J. Kempkes, gm Richard C. Morenus, cm	Frederic W. Schweikher, pd Clayton Holm, nd	Danny Olson, sd	Wld. UP WE

SOUTH DAKOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations: *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
SIOUX FALLS—(Continued)							
KISD 1948	1230 250	KISD, Inc. 311 S. Phillips Ave. 4-5571	KBS Cooke	Howard Alton, p Verl Thomson, gm & fd Gabe Caffrey, cm & nd	Bud Bird, pd & sd Duane Decker, ce Richard Barlow, pmm	Helen Ackatz, wd	AP RCA
KSOO 1926	1140 10,000-D 5,000-N, DA-N	Sioux Falls Broadcast Assoc. 317 S. Phillips Ave. 4-7545	ABC Avery-Knodel	Morton H. Henkin, p George R. Hahn, vp & gm George Rohn, m	Rollie R. Williams, gen. slm Raymond Loftesness, pdm Max E. Pierce, ce	Red Stangland, pmm & fd Orrin Melton, nd Ken Guenthner, sd	Thes. AP RCA
VERMILLION							
*KUSD 1922	690 1,000-D DA	University of South Dakota Union Bldg. 601-J		Keith J. Nighbert, gm David Grover, pd James Prusha, ce	Russell Jolly, nd Rich Gereau, sd	Ruth Adkins, wd	SES. AP WE
WATERTOWN							
KWAT 1926	950 1,000 DA-N	Midland National Life Ins. Co. Watertown 777	MBS Lawson, Wallcer	John Ehrstrom, p Thomas L. Young, gm & sd Ross Case, cm	Doug Marlowe, pd & nd Francis Alwin, ce Dick Schultz, fd	Audrey McCollum, wd	St. UP Col.
YANKTON							
WNAX 1922	570 5,000 DA-N	Cowles Bcstg. Co. WNAX Bldg. 442	CBS Katz	Gardner Cowles, p Robert R. Tincher, gm Donald D. Sullivan, cm	L. S. Howard, pd Clifton Todd, ce Richard Harris, pmm	Art Smith, nd Chris Mack, fd Les Davis, sd Wynn Speele, wd	Cap. AP & UP GE

TENNESSEE

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
ATHENS							
WLAR 1946	1450 250	Athens Bcstg. Co. N. Jackson St. 1450	MBS, KBS	Lowell F. Arterburn, p Buell J. Charles, gm	Leonard M. Dawson, cm & sd John Redwine, pd & nd	J. W. Turner, ce	Thes. UP WE
BRISTOL							
WOPI 1929	1490 250	Radiophone Bcstg. Stn. WOPI, Inc. 310 State St. South 3730	NBC, Tennessee Burn-Smith	W. A. Wilson, Sr., p, gm & pd James C. Wilson, Jr., cm, pmm & fd	George Guertin, ce Harold Henley, nd	Rockey Stone, sd Judy Weston, wd	L-W AP RCA
WOPI-FM *1946*	*Ch. 245 (B)* *96.9mc* *18.5kw*						
CHATTANOOGA							
WAGC 1946	1450 250	Tennessee Valley Bcstg. Co. Hotel Patten 7-1128	MBS Rambeau	Vann Campbell, gm Clifford Bowers, Jr., cm	George McMurtrie, ce Frank Painter, nd & fd	Harry Thornton, sd Madelaine White, wd	L-W AP Col.
WAPO 1936	1150 5,000-D 1,000-N DA-N	WAPO Bcstg. Service, Inc. Read House 6-6141	NBC Headley-Reed	R. G. Patterson, p & gm B. J. Bush, cm Frances Harley, pd	Helen Patterson, pmm B. B. Barnes, ce Bernard Brown, nd	J. D. Cliett, fd Steve Conrad, sd	Thes. AP
WDEF 1941	1370 5,000 DA-N	WDEF Bcstg. Co. 420 Volunteer Bldg. 6-5664	ABC Branham	Carter M. Parham, p Ken Flenniken, gm & cm	Morris Quave, pd B. C. Baker, ce	Paul Wann, nd Gus Chamberlain, sd	Cap. UP RCA
WDOD 1925	1310 5,000 DA-N	WDOD Bcstg. Corp. Hamilton Nat'l Bank Bldg. 6-5117	CBS Raymer	Earl W. Winger, p & gm Norman A. Thomas, vp & cm Frank Hubbs, pd	Gene A. Carr, pmm Roy Owens, ce	Lee Sheridan, sd Patty Hubbs, wd	Wld., St. UP Fed.
WDOD-FM *1949*	*Ch. 243 (B)* *96.5mc* *42kw*						
WDXB 1948	1490 250	WDXB, Inc. Dome Bldg. 6-1114	Forjoe	Joseph Bloom, ptnr. David E. Cohen, ptnr.	James M. Brown, ptnr., gm & pmm Luther Wilson, cm	Gaylord McPherson, pd Byron E. Fincher, ce	AP Ray.
WMFS 1951	1260 1,000-D	WMFS Inc. 215 W. Ninth St. 5-3127	Pearson	B. F. J. Timm, p Russell E. Offhaus, gm	Dale Smith, cm Stanley H. Strickland, tech. d	Glenn Channels, ce	
WOUC(TV) (CP)		Chattanooga TV Inc. 1024 James Bldg.	(For full information see TELECASTING Yearbook)				
WTVT(TV) (CP)		Tom Potter 1032 Life of America Bldg. Dallas, Tex.	(For full information see TELECASTING Yearbook)				
CLARKSVILLE							
WJZM 1941	1400 250	Campbell & Sheftall 411 Madison St. 6414	MBS, KBS	E. T. Campbell, p & gm J. P. Sheftall, cm	Clay Cline, Jr., pd, pmm, nd, fd & wd John Bailey, ce	Earl Walton, sd	Cap. AP RCA
CLEVELAND							
WBAC 1945	1340 250	Robert W. Rounsaville P. O. Box 677 62	MBS	Robert W. Rounsaville, o Thad F. Fitch, sm Bland Sells, cm	Mike Dodd, pd & nd Wm. D. Stuart, ce	Paul B. Cram, tech. d Dorothy Pritchard, wd	UP RCA
COLUMBIA							
WKRM 1946	1340 250	Middle Tennessee Bcstg. Co., Inc. P. O. Box 71 1340	MBS, KBS Indie Sales	R. M. McKay, Jr., p, gm & cm Al Knott, pd, pmm & fd	Cameron H. McKay, ce Bill Fraser, nd	Joe Cutter, sd Jaska Ruth Moore, wd	Wld. AP RCA
COOKEVILLE							
WHUB 1940	1400 250	WHUB Inc. 315 E. Spring St. 789		M. L. Medley, gm			
CROSSVILLE							
WAEW (CP)	1340 100	Arthur Wilkerson Lumber Co. 10th & School Sts. 334		Arthur Wilkerson, p, gm			UP Gates
DYERSBURG							
WDSG 1946	1450 250	State Gazette Bcstg. Co. P. O. Box 58 77	MBS, KBS Mid-South	R. M. Bruce, p Frank Armstrong, gm	Tom Armistead, cm Bill Ward, pd	Shirley Jones, pmm Dave Ross, ce	Wld. AP RCA
ELIZABETHTON							
WBEJ 1946	1240 250	Elizabethton Bcstg. Co. Elk Ave. 2-1241	MBS	Robert W. Rounsaville, sr. ptnr. & gm Frazier Cochrane, sm Wm. A. Selley, Jr., pd & sd	Sherman Pritchard, cm M. C. Bowers, Jr., ce	Paul B. Cram, tech. d Terry Sams, nd	UP Ray.
FAYETTEVILLE							
WEKR 1948	1240 250	Fayetteville Bcstg. Co. P. O. Box 625 1240	MBS, KBS	John R. Crowder, ptnr. & gm James Porter Clark, ptnr. & sd	Jim Tate, sm Teddy Barnes, pd, fd	Bill Bernard, pmm & nd Ernest J. Tucker, ce	Thes. AP Ray.

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FACTS OF VALUE TO ADVERTISERS ABOUT

Big Aggie Land, the WNAX Countrypolitan Market

IT'S A MARKET made cohesive by one radio station, reached by one station, sold by one station. One of the world's richest agricultural areas, Big Aggie Land's million radio families last year enjoyed an effective buying income of $4.2 billion, spent $3½ billion in purchases at retail. Only two areas spent more—metropolitan NYC and Chicago.

Big Aggie Land is the 267 counties in Minnesota, the Dakotas, Nebraska and Iowa, covered by WNAX. To the farmers and townspeople of Big Aggie Land radio is news, weather and farm data, entertainment and social life—and radio *is* WNAX. Radios are found in 97.3% of the homes; 80% listen to WNAX 3 to 7 times a week.

LATEST DIARY STUDY PROVES DOMINANCE

IN 1952, as in 1950, 1948, 1946 and 1945, Audience Surveys, Inc. conducted a listener diary study in 80 Big Aggie Land counties representing 5 states. Trends established in earlier studies continued in 1952. There are more radio homes (up 27%*); more sets in use (up 69.3% daytime, 32.6% night); higher WNAX ratings (up 50.7% daytime, 16.1% night); and bigger WNAX average audience (up 91% daytime, 47% night).

WNAX HAS THE TOP RATING in 97.3% of the 500 quarter-hours covered by the diary, up from 87.8% in 1950. On an overall share-of-audience basis, WNAX averages more than 3 times that of its nearest competitor. Locally produced shows account for 48% of the quarter-hours covered by the diary, with a 28%-average-share-of-audience, fantastically high in view of the fact that 52 stations received mention in the study.

THE DIARY STUDY** proves the unquestionable dominance of WNAX. Big Aggie Land is a rich, fertile area well worth your cultivation. One radio station, and only one station, delivers it—solidly. That's WNAX, where you belong to keep your sales up and your sales costs down. Further information from The Katz Agency.

* *All % comparisons express 1952 increase over 1945.*
***For a copy, write Dick Harris in Yankton, S. Dak.*

WNAX-570
N.DAK.
MINN.
S.DAK.
IOWA
NEB.
YANKTON-SIOUX CITY
A Cowles Station
CBS Radio 570 KC 5000 WATTS

TENNESSEE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
FRANKLIN							
WAGG (CP)	950 1,000-D	The Williamson County Bcstg. Co.					
GALLATIN							
WHIN 1948	1010 1,000-D	Sumner County Bcstg. Co. Portland Rd. 1010	KBS Indie Sales	A. B. Perkins, p J. B. Thomas, gm & pd	Charles W. Brewer, cm & sd Maxwell R. Bennett, ce	William Sellers, fd Anna Lou Ford, wd	UP WE
GREENEVILLE							
WGRV 1946	1340 250	Radio Greeneville Inc. P. O. Box 243 4147	MBS	Paul O. Metcalfe, p & gm Hugh Pickel, cm	Lynn Peters, pd Laile Hampton, ce	Glenn McCurry, sd Maxine Russell, wd	Cap. UP Ray.
HARRIMAN							
WHBT 1947	1230 250	Harriman Bcstg. Co. 661	MBS, KBS Continental	F. L. Crowder, o & m Hugh Patton, cm & pmm	Carl Williams, pd	Gene Davidson, ce	Wld. UP G
HUMBOLDT							
WIRJ 1949	740 250-D	Gibson County Bcstg. Co. 210 N. 22nd Ave. 740	KBS	J. Frank Warmath, ptnr. Marion Warmath, ptnr. Howard E. Byrum, gm	Carroll Wilson, cm Bill Carter, pd	Irie Brown, ce Buck Byrum, sd	Thes. UP Col.
JACKSON							
WDXI 1948	1310 5,000-D 1,000-N DA-N	Dixie Bcstg. Co. Williams Bldg. 7-9611	MBS, KBS, Dixie Burn-Smith	Aaron B. Robinson, p Bill Winsett, gm Jack Murphy, cm	Jim Hoppers, pd & nd Lawrence Dunne, pmm Herman Williams, ce	James Thomas, tech. d Tom Williams, fd Winkie Martindale, sd	Cap. UP Ray.
WPLI 1949	1490 250	George Arthur Smith 201½ N. Market St. 7-8541	McGillvra	George Arthur Smith, p H. O. Parish, Jr., gm & pd	David B. Jordan, ce	Charles Givens, sd	Cap. UP Col.
WTJS 1931	1390 1,000-DA-N	Sun Publishing Co. Jackson 7-3316	ABC, Mid-South Branham	A. A. Stone, vp & gm Frank S. Proctor, m L. R. Brooks, Jr., asst. m	S. D. Lollar, studio d Peggy McKinnie, pmm & wd	Robert M. Gordon, ce Vince Tapler, sd	Wld., Thes. AP RCA
WTJS-FM *1947*	*Ch. 264 (B)* *100.7mc* *50kw*						

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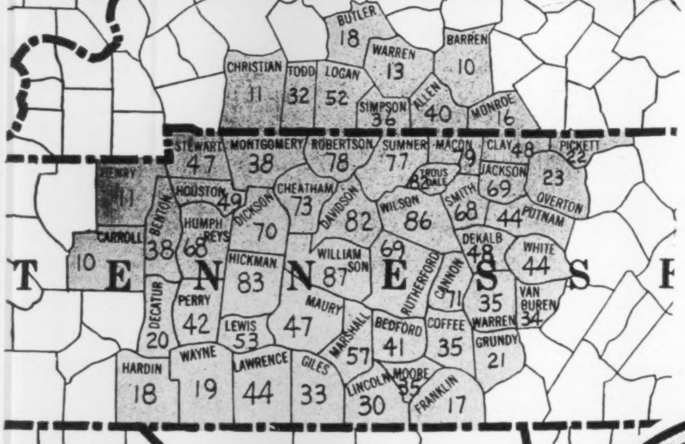
Sell the Greater Nashville Market . . .

ECONOMICALLY - EFFECTIVELY !!


BUTLER 18
CHRISTIAN 11
TODD 32
LOGAN 52
WARREN 13
BARREN 10
SIMPSON 36
ALLEN 40
MONROE 16
STEWART 47
MONTGOMERY 38
ROBERTSON 78
SUMNER 77
MACON 79
CLAY 48
PICKETT 22
HENRY 11
HOUSTON 49
CHEATHAM 73
TROUSDALE 82
JACKSON 69
23
OVERTON
BENTON 38
HUMPHREYS 68
DICKSON 70
DAVIDSON 82
WILSON 86
SMITH 68
44 PUTNAM
CARROLL 10
HICKMAN 83
WILLIAMSON 87
69
DEKALB 48
WHITE 44
T E N N E S S E
DECATUR 20
PERRY 42
LEWIS 53
MAURY 47
MARSHALL 57
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VAN BUREN 34
BEDFORD 41
COFFEE 35
GRUNDY 21
HARDIN 18
WAYNE 19
LAWRENCE 44
GILES 33
LINCOLN 30
MOORE 35
FRANKLIN 17

The 53 WSIX BMB counties closely parallel the counties of the Nashville Trading Area.

WSIX delivers bigger market coverage at lower cost!

There's more of everything in the Greater Nashville Market . . . more money spent, more buying income, more homes penetrated by WSIX programs . . . all at WSIX's pre-inflation rates! Better Buy WSIX!

Figures in counties indicate the percent of radio families that comprise the station's weekly audience in the county. Daytime — Spring, 1949.

5000 WATTS • 980 KC • ABC

and WSIX-FM • 71,000 W • 97.5 MC

26 years of Community Service

National Representative: George P. Hollingbery Co.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

BMB
Audience Map
based on
Study No. 2

JOHNSON CITY

WETB 1947	790 1,000-D	East Tenn. Bcstg. Co. 204 W. Main St. 2993	McGillvra	Carl A. Jones, p Arthur Kelsey, sm Berney Burleson, pd, asst. m & pmm	E. B. Jones, ce Charles Harrison, nd John Adkins, fd	Bill Miller, sd Jeanne Mursick, wd	Wld. AP Ray.
WJHL 1938	910 5,000-D 1,000-N DA-N	WJHL Inc. 145 W. Main St. 2780	ABC Pearson	W. H. Lancaster Sr., p W. H. Lancaster Jr., gm & cm Robert Walker, pd & nd	Ken Mathews, pmm O. K. Garland, ce Raymond Rosson, fd	Tom Lyons, sd Pat Smithdeal, wd	L-W AP, UP RCA
WJHL-FM 1948	*Ch. 264 (B)* *100.7mc* *9.7kw*						

KINGSPORT

WKIN 1951	1320 1,000-D	WKIN Inc. 338 E. Center St. 4175	KBS	Cy N. Bahakel, p & gm	John Z. Miller, m		Cap. AP Col.
WKPT 1940	1400 250	Kingsport Bcstg. Co., Inc. 222 Commerce St. 2870	NBC Cooke	C. P. Edwards, Jr., p Paul L. Overbay, gm Phil J. Weaver, cm	Martin Karant, pd & nd Jim Davis, pmm Thomas Phillips, ce	Ike Upchurch, fd Dick Ellis, sd	Thes., Wld. AP WE
WKPT-FM 1948	*Ch. 253 (E)* *98.5mc* *4.8kw*						

KNOXVILLE

WBIR 1941	1240 250	Radio Station WBIR, Inc. 618 S. Gay St. 4-3321	ABC Bolling	Gilmore N. Nunn, p John P. Hart, gm & cm	Neal W. Branch, pd J. Rex Horton, ce	Jack Joyner, sd	Thes. UP RCA
WBIR-FM 1949	*Ch. 27 (B)* *93.3mc* *2.85kw*						
WKGN 1947	1340 250	Clarence Beaman, Jr. Park Nat'l Bank Bldg. 4-0766	MBS Forjoe	Clarence Beaman, o & gm Guy L. Smith, III, cm	Roland C. Wolfe, pd, pmm, & nd Milton L. Jones, ce	Bob Smith, sd Joy C. Bush, wd	L-W AP RCA
WNOX 1921	990 10,000 DA-N	Scripps-Howard Radio, Inc. 110 S. Gay St. 3-3171	CBS Branham	Jack R. Howard, p R. B. Westergaard, gm O. L. Smith, cm	Charles McMahon, pd Walter Corning, pmm Ray Evans, ce	Cliff Allen, nd & fd Bill Jay, sd	St. UP WE
WROL 1930	620 5,000 DA-2	Mountcastle Bcstg. Co. 612 Gay St., S.W. 2-7111	NBC Avery-Knodel	Paul Mountcastle, Sr., p W. H. Linebaugh, vp & gm J. T. McCloud, cm	John Reese, pd Wayne Hudson, pmm Fred M. Andrews, ce	Arthur J. Metzler, nd & sd Mary Walker, wd	Wld. UP RCA
.... (CP)	860 1000-D	Dick Bcstg. Co.		James M. Dick, co-o	Marilyn M. Dick, co-o		
.... (CP)	900 1000-D	Knoxville Ra-Tel Inc.		Roy S. Carr, p	Thomas W. Gamble, vp	Ben Akerman, secy-treas.	

LaFOLLETTE

WLAF (CP)	1450 100	LaFollette Bcstg. Co. c/o William L. Sharp Jr.					

LAWRENCEBURG

WDXE 1951	1370 1,000-D	Lawrenceburg Bcstg. Co. Locke Bldg. 4462	MBS KBS Dixie Vol-State Burn Smith	Aaron B. Robinson, p George K. Eubanks, gm	Ken Marston, pd Bud Sawyer, pmm	Phillip Kemper, ce	SES. Wld. UP GE

LEBANON

WAMB (CP)	1340 100	William O. Barry P. O. Box 221 603		William O. Barry, o & gm John Rich, cm	Carl Vandervot, pd Harrianne Moore, pmm	Herman Eskew, nd & sd Marian Simpson, wd	Cap., Thes. AP Col.
WCOR 1949	900 250-D	The Lebanon Bcstg. Co. Inc. S. Cumberland Ave. 1540	KBS	Theo F. Ezell, Jr., p & gm Michael R. Freeland, vp & cm	Walt Dillard, pd & nd Jack Hendrickson, pmm & sd	William Johnston, ce	.... AP Ray.

LENOIR CITY

WLIL 1950	730 1,000-D	Arthur Wilkerson Lumber Co. 406 E. Broadway 1095		Arthur Wilkerson, o & gm			SES. UP G
WLIL-FM 1950	*Ch. 262 (B)* *100.3mc* *8.8kw*						

LEWISBURG

WJJM 1947	1490 250	Estate of James J. Murray East Hill 780	MBS, KBS	Louis D. Lingner, gm & cm J. E. Sowell, ce	Perry Gillum, nd & sd Leon Harrison, fd	Wynona Clark, wd	.... AP Col.

MARYVILLE

WGAP 1947	1400 250	Aluminum Cities Bcstg. Co. Blount Natl. Bank Bldg. 2490	KBS	Frank H. Corbett, ptnr. & gm Harry C. Weaver, ptnr. Walter E. Moore, cm	Joe F. Wheeler, pd & sd Curtis LaMar, ce Kenneth Kribbs, nd & fd	Frances King, wd	Thes. AP Ray.

McMINNVILLE

WMMT 1947	1230 250	McMinnville Bcstg. Co. Inc. 401		Dr. Sam J. Albritton, p			

MEMPHIS

WDIA 1947	730 250-D	Bluff City Bcstg. Co. 2074 Union Ave. P. O. Box 5022 36-2703	Pearson Dora-Clayton	John R. Pepper, ptnr. Bert Ferguson, pntr. & gm Harold F. Walker, cm	(Mrs.) Christine Spindel, pd Tom Batchelor, pmm Henry N. Fones, ce	David James, pdm Marie Wathen, nd Ernest Brazzle, fd Willa Monroe, wd	.... UP G
WFAK 1951	1480 1,000-D	Chickasaw Bcstg. Co. 215 Madison Ave. 37-8833		E. C. Krausnick Jr., p Charles DeVois, vp & gm Dick Palmere, cm	Ted Roney, pd Ben Enochs, ce	Fran Keegan, wd	SES., L-W, INS RCA
WHBQ 1925	5,000-D 1,000-N DA-2	Harding College Hotel Gayoso 8-6868	MBS Weed	Dr. George S. Benson, p (Harding College) John H. Cleghorn, gm W. H. Grumbles, cm	Gorden Lawhead, pd Frank Willis, sls. prom. d Welton M. Roy, ce	Lee McEachern, nd Jack Britton, sd	Assoc UP RCA

TENNESSEE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
MEMPHIS—(Continued)							
WHHM 1947	1340 250	Mid-South Bcstg. Corp. 433 Sterick Bldg. 37-4422	Forjoe	P. E. Furlow, p C. K. Beaver, gm, vp	Allen Avery, cm Jay Black, pd, sd	W. Marsh, ce Bob Jones, sd	UP RCA
WMC 1923	790 5,000 DA-N	Memphis Publ. Co. Goodwyn Institute Bldg. 8-7464	NBC S. Central Branham	Enoch Brown, p H. W. Slavick, gm Earl Moreland, cm	Wilson Mount, exec. pd Ott Roush, prog. m Walter E. Frase, pmm Charles Sullivan, sd	E. C. Frase Jr., ce Robert Pigue, nd Walter Durham, fd Olivia Browne, wd	Thes., L-W UP RCA
WMCF(FM) *1947*	*Ch. 259 (B)* *99.7mc* *260kw*						
WMCT(TV) 1948		Memphis Publ. Co. Goodwyn Institute 8-7464		(For full information see TELECASTING Yearbook)			
WMPS 1925	680 10,000-D 5,000-N DA-N	WMPS Inc. Radio Center 5-2663	ABC Radio Reps.	Harold R. Krelstein, p & gm W. B. Rudner, vp & pmm J. G. Deaderick, ce	George B. Faulder, sm Tys Terwey, nd Bob Neal, fd	Larry Higgins, sd Jane Stanfield, wd	St., SES. UP RCA
WREC 1922	600 5,000 DA-2	Hoyt B. Wooten WREC Bcstg. Service Hotel Peabody Bldg. 5-1313	CBS Katz	Hoyt B. Wooten, o, gm & p Hollis R. Wooten, cm	Roy Wooten, pd Jack Michael, pmm	Wilson Raney, ce	SES., Wld., L-W UP
MORRISTOWN							
WCRK 1947	1450 250	Cherokee Bcstg. Corp. Radio Center 1450	MBS Holman	Herbert S. Walters, p Howell Ashford Jr., gm & cm	John McCrary, pd	James A. Redden, ce	L-W AP RCA
MURFREESBORO							
WGNS 1947	1450 250	WGNS Inc. P. O. Box 456 1450	KBS Tenn. Valley Holman	Cecil Elrod Jr., p & gm Mrs. Cecil Elrod Sr., vp Cecil Elrod Sr., Secy.-treas.	Virgil Trimm, cm Margaret Stephens, pd John Hood, pmm Ray Duffy, sd	Will Dunn, ce David Drew, nd David Moore, fd Harrianne Moore, wd	L-W, Wld. AP, UP RCA
NASHVILLE							
WKDA 1947	1240 250	Capitol Bcstg. Co. 1st American Natl. Bank Bldg. 4-0511	Bolling	A. G. Beaman, p T. B. Baker Jr., gm	A. G. Kengott Jr., pd Oscar G. Griffin Jr., ce	Roque Fajardo, nd Larry Munson, sd	Cap., St. AP Col.
WLAC 1926	1510 50,000 DA-N	Life & Casualty Ins. Co. of Tennessee Third Natl. Bank Bldg. 6-0161	CBS Katz	F. C. Sowell, gm & cm Paul Oliphant, pd Frank Gonzales, pmm	F. D. Binns, ce Jack Drake, nd Gene Nobles, sd	Mary Manning, wd	Thes. UP WE

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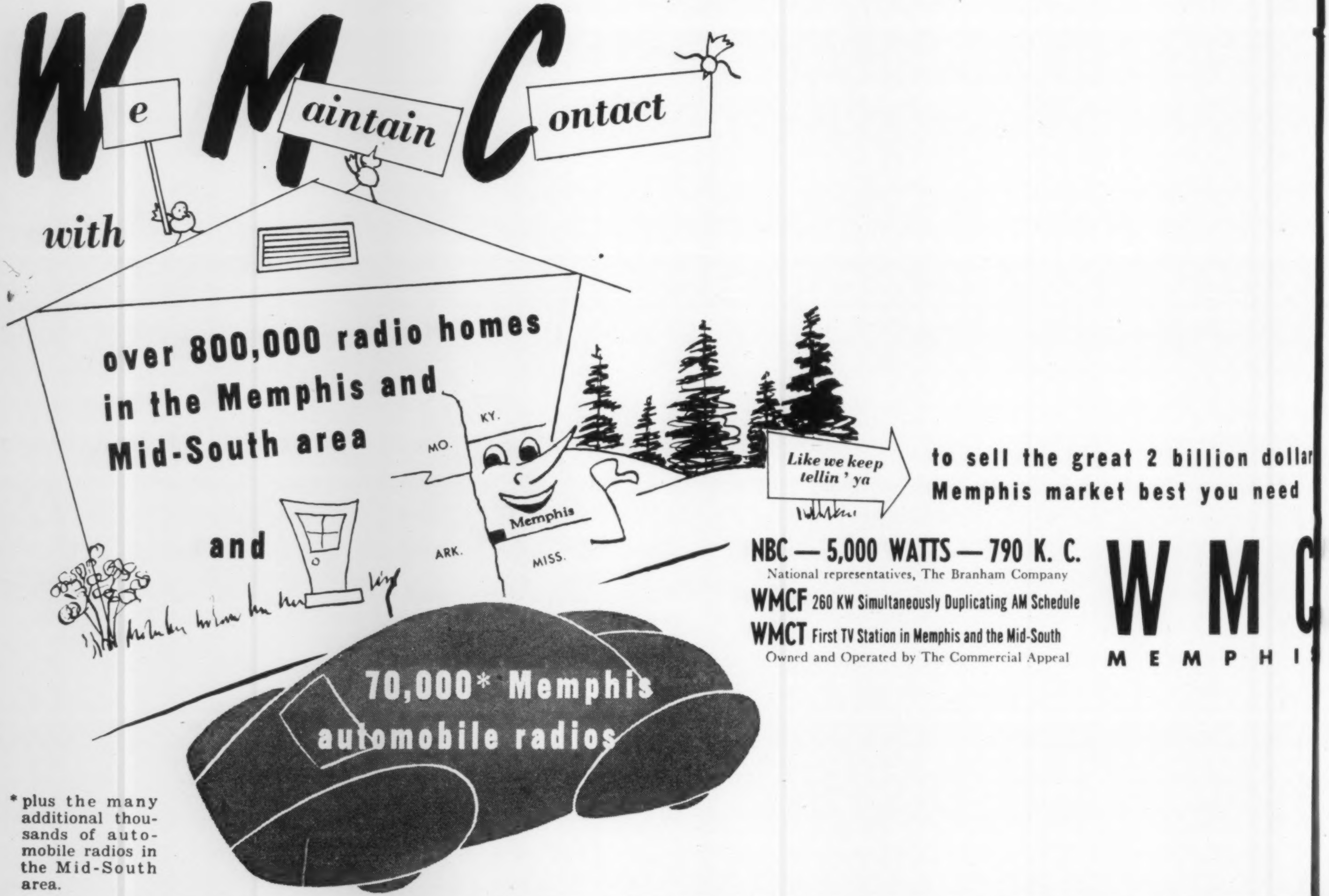
We Maintain Contact
with
over 800,000 radio homes in the Memphis and Mid-South area
and
70,000* Memphis automobile radios
KY.
MO.
Memphis
ARK.
MISS.
Like we keep tellin' ya
to sell the great 2 billion dollar
Memphis market best you need
NBC — 5,000 WATTS — 790 K. C.
National representatives, The Branham Company
WMCF 260 KW Simultaneously Duplicating AM Schedule
WMCT First TV Station in Memphis and the Mid-South
Owned and Operated by The Commercial Appeal
WMC
MEMPHIS
* plus the many additional thousands of automobile radios in the Mid-South area.

BOB NEAL SELLS PEOPLE

(VOTED MEMPHIS' NO. 1 DISC JOCKEY)

—AND BOB NEAL SELLS MERCHANDISE

Any way you look at him, Bob Neal has the showmanship and know-how to sell your products or services

RADIO MEMPHIS

WMPS

Represented by Radio Representatives, Inc.

AMERICAN BROADCASTING COMPANY

Now—THE GREAT NEAL, new* daily afternoon Show, 2:30 to 4 P.M., (spontaneous result of the popularity of Bob Neal's early morning Show, Monday through Saturday, 5 to 8 A.M.) is almost sold out! A few availabilities are left—but only a few, so get on the bandwagon and sit in the driver's seat with THE GREAT NEAL!

**On the air only six weeks!*

TENNESSEE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
NASHVILLE—(Continued)							
WMAK 1948	1300 5,000 DA-N	Volunteer State Bcstg. Co. Inc. Maxwell House Hotel 4-3411	MBS Radio Reps.	Frank W. Mayborn, p Frank M. Farris, vp & treas. Robert E. Cooper, gm	Dean Duham, pd Clarence L. Waggoner, pmm Charles W. Stokely, ce	(Mrs.) Ruth W. Clinard, asst. m Bob Larimer, nd George B. Kelley, sd	.... UP WE
WNAH 1949	1360 1,000-D	Hermitage Bcstg. Corp. James Robertson Hotel 4-7611	KBS	Van T. Irwin Jr., p, gm, cm & pmm Donn C. McInturff, pd	Howard Woodward, ce	Ralph Emery, nd & sd	St. UP G
WSIX 1927	980 5,000 DA-N	WSIX Bcstg. Station Nashville Trust Bldg. 5-5431	ABC Hollingbery	Louis R. Draughon, p & gm E. S. Tanner, cm	Jim McKinney, pd Chas. R. Duke, ce	Jack Simpson, nd & sd	Wld. AP Col.
WSIX-FM *1948*	*Ch. 248 (B)* *97.5mc* *71kw*						
WSM 1925	650 50,000	WSM Inc. 301 Seventh Ave. N. 6-7181	NBC Petry	John H. DeWitt Jr., p Irving Waugh, exec. asst. & cm Jack Stapp, pd	William R. McDaniel, pub. rel. d George Reynolds, tech. d & ce Harold Baker, nd	John McDonald, fd Dick Shively, sd Marjorie Cooney, wd	Thes. AP, UP, INS ....
WSM-TV 1950		WSM Inc. 301 Seventh Ave. N. 6-7181	(For full information see TELECASTING Yearbook)				
WSOK 1951	1470 1,000-D	Nashville Bcstg. Co. Inc. 410 N. Fourth Ave. 42-0489	Forjoe Dora-Clayton	H. C. Young Jr., p, gm & pmm Norman Stewart, cm	Larry Faulkner, pd Arthur Viaches, ce	Ed Cook, nd Mrs. M. A. Moore, wd	.... INS Col.
OAK RIDGE							
WATO 1948	1490 250	WATO Inc. Municipal Market Bldg. 5-3535		Marshall H. Pengra, p Ross Charles, gm Samuel P. Thrower, Jr., cm	Lionel Schwan, pd & nd David Jacobs, pmm Marvin L. Paul, ce	Tom Atkins, sd Genevieve M. Long, asst. treas.	.... AP Ray.
WOKE 1951	1430 1,000-D CP: 1290	Air Mart Corp. Grove Center P. O. Box 391 5-1333	KBS Continental	Harry C. Weaver, p & gm William E. Sorrell, pd & sd	Curtis Lamar, ce Emil Anderson, nd & fd	Sabelia Jackson, wd	Thes. AP G
PARIS							
WTPR 1947	710 250-D	Paris Bcstg. Co. Poplar St. 1700	KBS, Dixie Holman	A. B. Robinson, p J. M. Cecil, gm & fd B. C. Kilgore, cm & nd	Bill Blach, pd Virgil Lindner, pmm Don Somerville, ce	Kenny Clayton, sd Gertrude Cecil, wd	Wld. AP G
PULASKI							
WKSR 1947	1420 1,000 DA-N	Richland Bcstg. Co. Jones Bldg. S. First St. 1066	ABC	W. K. Jones, p Wallace L. Beecham, cm & nd	George Martin Jr., pd D. L. Hoover, pmm & sd	Richard Spruill, ce Terral Jackson, fd Allene Williams, wd	Wld., SES. UP G
SHELBYVILLE							
WHAL 1946	1400 250	Shelbyville Bcstg. Co. East Side Square 1400	MBS Tenn. Valley	Charles Christian, vp, gm, cm & sd Joyce Dixon, pmm & wd	Tim Marsh, ce Lewis Penuel, nd	Dan Smith, fd	.... UP Ray
SPARTA							
.... (CP)	1050 1000-D	Sparta Bcstg. Co.		Boyce E. Richards, p Sam J. Albritton, vp			
SPRINGFIELD							
WDBL 1950	1430 1,000-D	Springfield Bcstg. Co. P. O. Box 464 1287	KBS	Walter A. Duke, ptnr., gm & pmm William N. Locke, ptnr. Mrs. Hoyte Bell, ptnr.	Howard M. Peters, cm Lester Ketchersid, pd & nd Anna A. Duke, ce & wd	Charles Blankenship, fd	Wld. UP Col.
TULLAHOMA							
WJIG 1947	740 250-D	Raymond L. Prescott, Jr. West End Dr. 2607		Col. Raymond L. Prescott Jr., o & gm Mary Prescott, cm & wd	Jack Dalton, pd & nd Carl Spraggins, ce	Garth Freeze, fd Jack Bennett, sd	Wld. UP G
UNION CITY							
WENK 1946	1240 250	Union City Bcstg. Co. Inc. 1240	MBS, KBS Burn-Smith	Aaron B. Robinson, p Ed Kallenberg, cm	Louis C. Wrather, sm, nd & sd (Mrs.) Lee Smith, pd	James Thomas, ce Hank Huggins, fd	Wld. UP WE
WINCHESTER							
WCDT 1948	1340 250	Arthur D. Smith, Jr. P. O. Box 1103 2201	MBS	Arthur D. Smith Jr., p & gm Harry W. Sullivan, cm & sd	Jack Jones, pd & nd Bill Knight, pmm & fd	James F. Spencer, ce Mildred C. Crawford, wd	.... UP Ray.

TEXAS

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executives			Transc. Library, News Service Transmitter
ABILENE							
KRBC 1936	1470 5,000-D 1,000-N DA-N	Reporter Bcstg. Co. Windsor Hotel 4-6255	ABC, Texas State Pearson	Eva May Hanks, p Howard Barrett, vp, gm, pd & pmm	John A. Mingus, cm John B. Casey, ce Harry Holt, fd	Ken Cariker, sd La Fawn Biddle, wd	Assoc. AP Col.
KWKC 1948	1340 250	Citizen Bcstg. Co. 25th & Butternut 2-3568	MBS Taylor	W. P. Wright, p A. C. Etter, gm & pmm Tyler Stewart, cm	Leonard L. Johnson, pd, nd & sd Forest Tipton, ce	Melba White, wd	Wld. AP, UP WE
ALICE							
KBKI 1947	1070 1,000 DA-N	Alice Bcstg. Co. P. O. Box 731 2070	MBS, Texas Coast Pearson	E. G. Lloyd Jr., p A. C. Lloyd Jr., gm Bob Grimes, cm	J. Allen Frye, pd & nd Gloria Sanchez, pmm S. L. Spencer, ce	Charles Farkas, sd Irma Salas, wd	Wld. AP Col.
ALPINE							
KVLF 1947	1240 250	Big Bend Bcstrs. P. O. Box 779 37	MBS, KBS, Texas State, Southwest, Cactus, Best	Barny Hubbs, p Jack Hawkins, vp Gene Hendryx, gm, cm, pmm & sd	Max Olson, pd Earl McCall, ce	John Newell, nd Bill Williams, fd	.... UP G
AMARILLO							
KAMQ 1947	1010 1,000-D 500-N DA-N	Top of Texas Bcstg. Co. 1301 Polk St. 2-6543	MBS Forjoe	R. D. Houck, co-o & gm Hoyt Houck, co-o B. M. Houck, co-o	Jess Richardson, cm & sd Webster Smith, pd Johnny Hathcock, pmm	Stewart Parsons, ce Bill Johns, nd Smokey Joe Barnes, fd	.... AP Ray.
KFDA 1939	1440 5,000-D 1,000-N DA-N	Amarillo Bcstg. Co., Inc. 109 E. 5th St. 6-5343	ABC Branham	Wendell Mayes, p C. C. Woodson, vp Gene Cagle, vp	Leslie E. Smith, gm, cm & pmm Bill Fairley, pd & nd B. W. Spiller, ce	Dick Gifford, fd Elizabeth Merchant, wd	Wld. UP RCA
KFDA-TV (CP)		Amarillo Bcstg. Co. 109 E. 5th St. 6-5343	(For full information see TELECASTING Yearbook)				

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Look
YOUNG ISRAEL
THE CASE OF WILLIE SUTTON
Pathfinder
NEWS MAGAZINE
Country Music Comes to Town
Redbook
POST
Collier's
THE MOSLEM WORLD
TIME
THE WEEKLY NEWSMAGAZINE
THE WALL STREET JOURNAL
What's News—
GRAND OLE OPRY
The American Magazine
Newsweek
MEDICAL LESSONS OF KOREA
Collier's
Pathfinder
Coronet
FARM AND RANCH
SOUTHERN AGRICULTURIST
MAY 1952

Radio Station WSM and WSM's Grand Ole Opry has been featured 15 times in 15 months in these — America's leading magazines . . .

Never in history has a single radio station and a single program received national and international recognition like this.

WSM
NASHVILLE

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
AMARILLO—(Continued)							
KGNC 1922	710 10,000 DA-2	Plains Radio Bcstg. Co. Eighth & Harrison 3-4242	NBC Texas Quality Taylor	B. E. Walker, p Tom M. Kritser, gm Calvin Handy, bus. m	Bob Watson, asst. m & pd Beverly Smith, pmm W. H. Torrey, ce	Wes Izzard, nd J. Garland Smith, fd Bob Izzard, sd	L-W, Cole AP, UP RCA
KGNC-TV (CP)		Plains Radio Bcstg. Co. P. O. Box 751 3-4242		(For full information see TELECASTING Yearbook)			
KLYN 1949	940 1,000 DA-1	Plains Empire Bcstg. Co. 1014 W. 7th—Box 2387 2-6773	CBS Blair	R. G. Hughes, p Howard Roberson, gm	Eugene Fennimore, ce	Kelly West, nd	St. UP
ATHENS							
KBUD 1948	1410 250-D	Henderson County Bcstg. Co. P. O. Box 309 2277	KBS	J. B. McNutt, Jr., p, gm & ce			.... UP G
ATLANTA							
KALT 1950	900 1,000-D	Ark-La-Tex Bcstg. Co. P. O. Box 289 681	Best	H. H. Wommack, Jr., p David A. Wommack, gm	Alvis N. Dowd, cm Norman Bale, pd & sd	James Waites, ce William Bentley, nd	Cap. UP Col.
AUSTIN							
KCTV (TV) (CP)		Capital City TV Co. Enfield Apts. Enfield Rd.		(For full information see TELECASTING Yearbook)			
KNOW 1927	1490 250	Pioneer Bcstg. Co. Capital Nat'l Bank Bldg. 26213	ABC, Texas State Pearson	Wendell Mayes, p Louis R. Cook, gm & cm	Norwood McLendon, pd J. E. Lewis, ce	Warren Beaman, pmm Jim Gober, sd	St. AP ....
KTBC 1939	590 5,000-D 1,000-N DA-N	Texas Bcstg. Corp. P. O. Box 717 2-2424		Claudia T. Johnson, p J. C. Kellam, gm, cm Cactus Pryor, pd	Harry Voelger, pmm Ben Hearn, ce Paul Bolton, nd	Dave Shanks, fd Art Vickland, sd	Wld. UP WH
KTBC-TV 1952		Texas Bcstg. Corp. P. O. Box 717 2-2424		(For full information see TELECASTING Yearbook)			
KTVA (TV) (CP)		Tom Potter 1032 Life of America Bldg., Dallas, Tex.		(For full information see TELECASTING Yearbook)			
KTXN 1947	1370 1,000-D	Radio KTXN, Inc. P. O. Box 1102 14476	Nat'l Time Sales, Oakes	Ed C. James, p Frank Stewart, gm Harry O'Connor, cm	Lilia Guzman, pd Paul Lindhorn, ce Larry Jones, pmm	Miguel Gonzales, nd Margarite Munoz, wd	RCA ....
KVET 1946	1300 1,000 DA-N	Austin Bcstg. Co. 113 W. 8th 88521	MBS Forjoe	John B. Connally, p Willard Deason, gm Charles L. Howell, cm	Dave Smith, pd & pmm Willis Morter, ce	Glenn Brown, sd Linda Lee, wd	L-W UP WE
BALLINGER							
KRUN 1947	1400 250	Runnels County Bcstrs. Zappe Bldg. 3151	KBS Best	Walter G. Russell, p R. F. McGarvey, gm, cm, nd & sd	Helen Hampton, pd & wd	W. C. Kelley, ce	.... AP G
BAY CITY							
KIOX 1947	1270 1,000 DA-N	J. G. Long P. O. Box 1391 4642	KBS, MBS	J. G. Long, p Vernon Townsend, gm	Boyd Porter, cm Bob French, pd & sd	Van Parr, ce Si Schneider, wd	Wld. UP WE
BAYTOWN							
KRCT 1947	650 250-D	Bay Bcstg. Co. P. O. Box 629 8251	KBS	W. B. Bates, p	Neil K. Mallory, gm & ce	Bob Moody, nd	.... AP Col.
KREL 1947	1360 1,000 DA-2	Tri-Cities Bcstg. Co. Inc. P. O. Box 419 8211		Robert A. Matherne, p W. M. Lightfoot, vp & gm Ford Robertson, cm & sd	Mary Lightfoot, pd & wd Mack Malpee, ce	Dick Eason, nd James Stalsby, fd	Wld. UP G
KREL-FM *1949*	*Chan. 220 (B)* *92.1mc* *0.82kw*						*GE*

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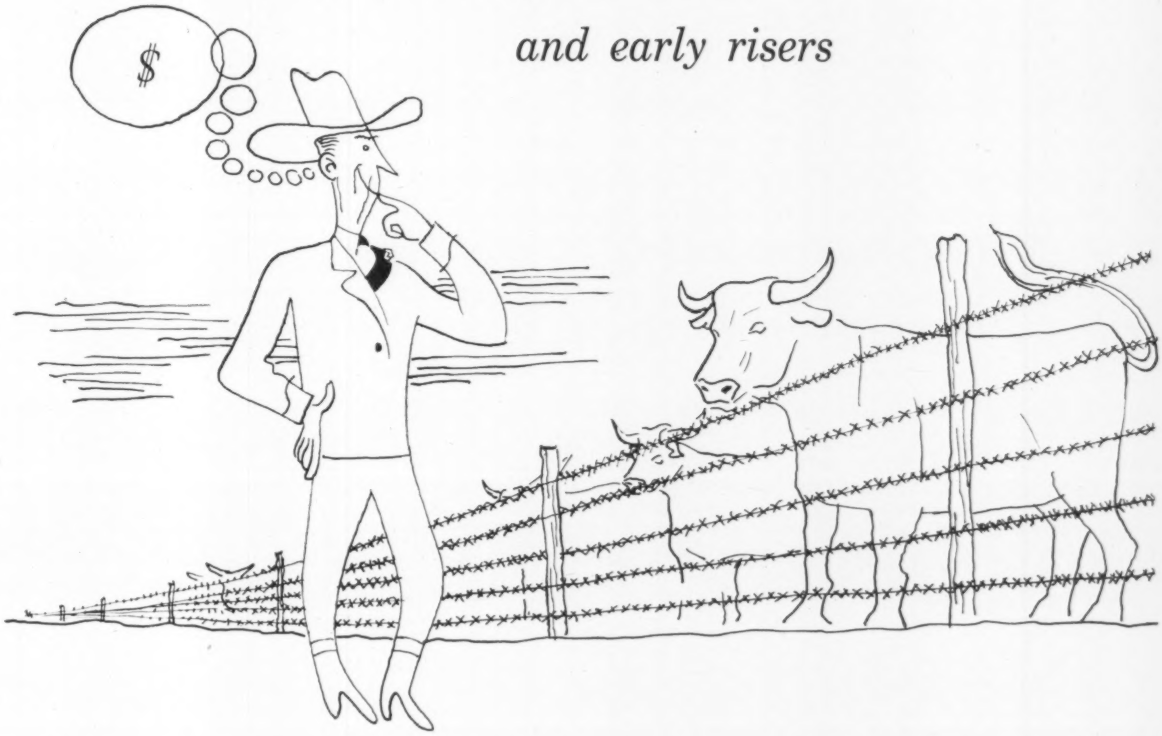
XUM

OF BARBED WIRE, INCOME

and early risers



THE BARBED WIRE which sings in the wind of the Texas Panhandle is right at home. Back in 1882 one J. F. Glidden got tired of punching cattle all over the horizon. He noticed that longhorns instinctively seemed to give the thorny cactus a wide berth so he added barbs to the fence on his Panhandle ranch and barbed wire was born.

The fence which stands around Amarillo is a boon to South Texans, protecting them from the cold North Wind. It also serves the citizens of the Panhandle, helping to make possible the largest cattle auction in the world, giving dudes something to catch their Levis on, affording cowboys employment nursing a million head, wearing down the open range, reducing the need for that sacred instrument, the branding iron.

The brand KGNC—burned into the daily habits of a million or more inhabitants of 78 counties in Texas, Colorado, Oklahoma, New Mexico and Kansas by 10,000 watts of power and 30 years of regional and national programming — represents riches which dwarf even the fabulous King Ranch. Gross cash farm income for the area amounted to $925 million last year.

With the highest per capita retail sales in the nation, Amarillo owes much to its vast trading area, its surrounding gas and oil fields, wheatlands, ranches and farms. Transportation hub of transcontinental rail, bus, and air lines, Amarillo is close to the stuff an advertiser looks for when he wants business. And it helps to look for it early:

A couple from the Panhandle, in town for a combination vacation and shopping tour, registered at an Amarillo hotel. The clerk politely inquired if they wanted to leave a call.

"No thanks," said the husband. "We'll just sleep right on through till sunrise."

KGNC signs on at 5:30 a.m.

KGNC-TV signs on early in the spring of 1953.

KGNC
★ Amarillo
NBC AFFILIATE

710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
BEAUMONT							
KBMT (TV) (CP)		Television Bcstrs. P.O. Box 1592	(For full information see TELECASTING Yearbook)				
KFDM 1924	560 5,000-DA-N	Beaumont Bcstg. Corp. 1420 Calder Ave. 2-7758	ABC Free & Peters	D. A. Cannan, p C. B. Locke, gm & cm	Dave Russell, pd & nd Harold Bartlett, ce	H. F. Caldwell, pmm	L-W UP RCA
KPBX 1947	1380 1,000-D	KPBX Bcstg., Inc. 2295 Calder Ave. 2-0201	Texas Quality Forjoe	Joe B. Carrigan, trustee Les Ryder, sm, cm & pmm	Virginia W. Ryder, pd & wd Fred Reiner, ce	Ray Gordon, nd Joe Munroe, sd	Cap. AP G
KRIC 1938	1450 250	The Enterprise Co. 380 Walnut St. 4-3311	Branham	E. C. Davis, p Charles G. Baskerville, gm Edwin Henry, cm	W. Karl Von Leuwen, pd & nd Marvin J. Easterwood, Jr., ce D. K. Maxted, pmm	Ed Dittert, sd Joyce Cooke, wd	Wld. AP RCA
KRIC-FM *1948*	*Chan. 258 (B)* *99.5mc* *14kw*						
KTRM 1947	990 1,000-DA-N	KTRM, Inc. 230 Orleans St. 2-8478	Young	Jack Neil, p, gm & nd Joe S. Trum, vp Bill R. McRae, cm	Roy Shotts, pd Ben F. Hughes, ce Chas. Schmucker, fd	Tommy O'Brien, sd Virginia Moon, wd	UP G
BEEVILLE							
KIBL 1949	1490 250	Bee Bcstg. Co. P. O. Box 650 1490		John D. Rossi, ptnr. & gm V. L. Rossi, ptnr. Charles Taylor, cm	Robert Clark, Jr., pd Harry W. Wardwell, ce Louis B. Shaw, pmm	Bob Frank Nance, nd Paul Russell, fd Jerry Mueller, sd	Thes., Wld AP Ray.
BIG SPRING							
KBST 1936	1490 250	Big Spring Bcstg. Co. 702 Johnson St. 1500	ABC, Texas State Pearson	William J. Wallace, p & gm William L. Cox, cm J. M. Young, Jr., pd & pmm	Andrew M. Jones, ce John Kunsak, nd	Jack Wallace, sd Dorothy Henderson, wd	St. AP WE
KTXC 1949	1400 100	Big State Bcstg. Co. City Park 3300	MBS, KBS Best, Melville	V. T. Anderson, p & gm			Wld. UP G
BONHAM							
KFYN 1948	1420 250-D	Bonham Publishing Co. 903 E. 9th 915		T. Frank Stewart, p Lee Dacus, cm	Faye Thornton, pd Tommy Tomlinson, ce	Ed Tolson, pmm & sd	Wld. UP Col.
BORGER							
KHUZ 1947	1490 250	Radio Station KHUZ, Inc. 1431 Clayton St. 1600	MBS	R. G. Hughes, p Jack Roberts, m & pd	H. W. Blymiller, cm Herman Kreiger, ce	Jake Saxton, nd & sd Janet Parker, wd	Wld., SES UP Ray
BRADY							
KNEL 1935	1490 250	G. L. Burns Brady 7777	KBS Best	G. L. Burns, p & gm J. S. Sloane, cm & nd	Gene Burns, pd Cecil Nelin, ce	J. W. Halcomb, fd Pearly Samuelson, sd	AP

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Hit Three Great Markets with One Effort

KFDM
BEAUMONT, TEXAS

. . . ONE station delivering a 3-city market — Orange, Beaumont, Port Arthur — plus the fabulous Sabine area.

★ 886,900—combined population including 12 counties in Texas and 12 parishes in Louisiana.
★ 243,000—Radio Families
★ $705,076,000—Retail Sales
★ 916,671,000—Net Effective Buying Income

5000 watts • 560 kilocycles

Source: 1952-53 Consumer Markets and 1952 Survey of Buying Power

AFFILIATED WITH
American Broadcasting Company

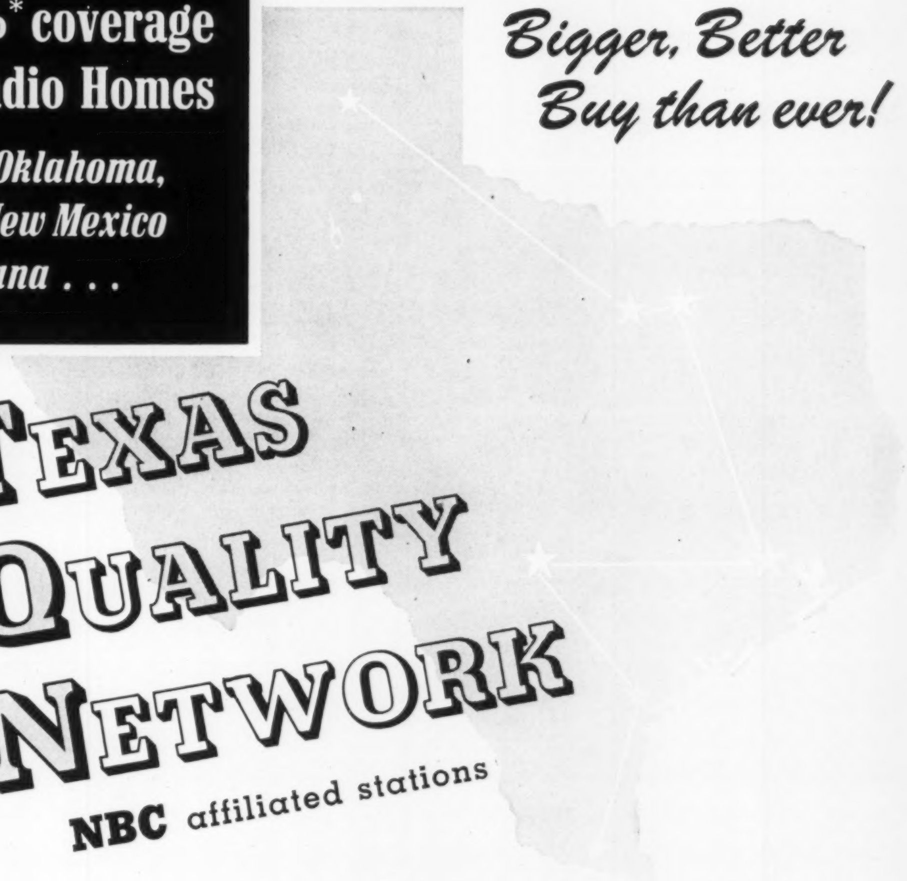
Represented by
FREE & PETERS

T-Q-N

Gives 91.3%* coverage of Texas Radio Homes

. . . plus Oklahoma, Arkansas, New Mexico and Louisiana . . .

Bigger, Better Buy than ever!



TEXAS QUALITY NETWORK

NBC affiliated stations

A Market of over two million families, with over $7,600,000,000 in retail sales, over $9,700,000,000 in effective buying income—and growing every day. In the booming Southwest business is good!

Coverage that blankets Texas...gives the most economical coverage possible! Reaching over 1,500,000 families daytime —over 2,000,000 families nighttime—TQN delivers most listeners for fewest dollars.

WFAA ★ **WBAP** ★ **KPRC** ★ **WOAI**

820 Dallas · 820 Ft. Worth · 950 Houston · 1200 San Antonio

KRGV ★ **KGNC** ★ **KRIS**

Weslaco · Amarillo · Corpus Christi

**Based on BMB for Counties with 50% - 100% evening coverage.*

Contact any TQN station or their representative for availabilities.

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
BRECKENRIDGE							
KSTB 1947	1430 1,000-D	Stephens County Bcstg. Co. Miller Bldg. 1430	KBS Best Melville	R. W. Chapman, p & gm	R. E. Smith, ce	Sid Foster, cm pd, sd, nd	L-W AP G
BRENHAM							
KWHI 1947	1280 1,000-D	Tom S. Whitehead, Sr. 108½ Main St. 3655	KBS	Tom S. Whitehead, Sr., p & gm	J. C. Price, cm	Roland D. Elder, ce	Wld., SES UP G
BROWNFIELD							
KTFY 1949	1300 1,000-D	Mike A. Barrett P. O. Drawer 1032 1000	KBS	Mike A. Barrett, p & gm	J. Richard Aker, pd & nd Charles R. Scott, ce & sd	Ivan D. Anderson, fd Mrs. Sam Privitt, wd	Wld., St., Cap. UP Col.
BROWNSVILLE							
KBOR 1949	1600 1,000 DA-2	Brownsville Bcstg. Co. P. O. Box 472 2-5677	KBS Best	Minor J. Wilson, p & gm Vance C. Wilson, cm Robert E. Fowler, pd & pmm	Willis A. Wilson, ce Tom Mireur, nd	George Collie, sd Connie Greene, wd	Thes., Wld. AP ....
XELD-TV 1951		Television de Matamoros, S. A. 1014 E. Washington 6-6953	(For full information see TELECASTING Yearbook)				
XEO 1946	970 1,000	Radio Station XEO Brownsville	Nat'l Time Sales	(Located in Matamoros, Tam., Mex.)			....
XEOR	1390 1,000	Radio Station XEOR P.O. Box 1708 Brownsville	Natl. Time Sales	(Located in Reynosa, Tam., Mex.)			
BROWNWOOD							
KBWD 1941	1380 1,000-D 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS Texas Pearson	Wendell Mayes, p & gm Joe B. Foster, cm	Wendell Mayes Jr., pd Bill Jamar, pmm	A. W. Stewart, ce	.... AP RCA
BRYAN							
KORA 1947	1240 250	Bryan Bcstg. Co. 604 Varisco Bldg. 3-1240	MBS	David C. Jones, Jr., p, gm & ce M. Ralph Weedon, cm, pmm & fd	Mike Mistovich, pd & sd	Barbara Johnson, wd	.... Col.
CENTER							
KDET 1949	930 1,000-D	Center Bcstg. Co. Inc. 205 Austin St. 1199	Best	Tolbert Foster, p & pd Tom E. Foster, gm & nd Jack Bell, cm & sd	Ray Die, pmm Harlan Riley, ce	John Moosberg, fd Mrs. Rex Payne, wd	Assoc. UP Col.
CHILDRESS							
KCTX 1947	1510 250-D	Golden West Bcstg. Co. Inc. 217½ Main 1085	MBS Best	R. M. Hagan, p George D. Cowan, gm	LeRoy Carter, pd & sd Nelle Carter, pmm	William V. Queen, ce	.... AP Ray.
CLARKSVILLE							
KCAR (CP)	1350 500-D	Texo Bcstg. Co. 96					
CLEBURNE							
KCLE 1947	1120 250-D	Marti, Inc. 919 N. Main 1025	Best	George W. Marti, p, gm & cm D'Voe Lee, pd Walter C. Lacy, ce	Monroe Coston, nd C. A. Munsch, fd	Frank Hardgrove, sd Dolores Story, wd	.... AP ....
KCLE-FM *1949*	*Chan. 232 (A)* *94.3mc* *0.32kw*						
COLEMAN							
KSTA 1947	1000 250-D	Coleman County Bcstg. Co. P. O. Box 432 8406	KBS	H. H. Jackson, p Floyd Shelton, gm & sd Dan Guthrie, cm	Bill Fox, pd, nd & fd Jean Larson, pmm	R. B. Seals, ce Joann Harriss, wd	SES UP Col.
COLLEGE STATION							
WTAW 1922	1150 1,000-D	A & M College of Texas Radio Bcstg. Texas A & M College 66724	KBS	R. Henderson Shuffler, in chg. of sta. Richard L. Webb, sm & ce	Elsie Patranella, cm John M. Scogin, pd & sd	Dick Hickerson, fd	.... Col.
COLORADO CITY							
KVMC 1950	1320 500-D	Colorado City Bcstg. Co. P. O. Box 990 1320	Best	Eldon Mahon, o Charles Diegel, gm	Richard Dean, cm Porter Richardson, ce	Tom Goss, nd Walter Grubbs, sd	Thes., Cap. AP RCA

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CONROE

KMCO 1951	900 500-D DA	Montgomery County Bcstg. Co. Inc. P. O. Box 1464 1190		Reagan Smith, p James C. Dorrell, sm David L. Oglesby, slm	Harold H. Coley, pd & nd James O. McCorquodale, pmm & fd	John W. Neathery, Jr., ce Beverly H. McCorquodale, wd	St., Thes. UP Col.

CORPUS CHRISTI

KEYS 1941	1440 1,000-D 500-N DA-N	Nueces Bcstg. Co. Centre Theatre Bldg. 2-7411	CBS Taylor	Aubrey Jackson, gm Edward L. Roskelley, cm Harold Griffith, ce	Ronald E. Jansen, nd Bill Sharpe, fd	Donald L. Nicol, sd Ruth DelMar Sullivan, wd	Wld. UP Col.
KRIS 1935	1360 1,000	Gulf Coast Bcstg. Co. P. O. Box 840 4-6354	NBC, Texas Quality Free & Peters	T. Frank Smith, o, p & gm W. M. Eikner, cm Charles Nethery, pd	Don Morris, ce Dick Watkins, pmm Bill Crowdus, nd	Jack Lozier, fd Weldon Robinson, sd Marjorie Hazelwood, wd	St. AP Col.
KSIX 1947	1230 250	Corpus Christi Bcstg. Co. Show Room Bldg. 2-9242					
KUNO 1950	1400 250	KUNO, Inc. P. O. Box 4286 4-5203	MBS Everett-McKinney	L. C. Smith, p Ben F. Blackmon, Jr., gm Peggy Lindsay, cm	Hector E. Barrera, pd A. D. Hayslip, ce	Hilario Gutierrez, nd Jose Vega Valdez, sd	.... UP Col.
KWBU 1944	1030 50,000-D	Baptist Gen. Convention of Tex. White Plaza Hotel 4-5258	Branham	Carr P. Collins, gm Harry H. Hayes, m	George A. Wilcox, pd & sd Nestor Cuesta, Jr., ce	Liz Bailey, wd	.... AP ....

CORSICANA

KAND 1937	1340 250	Alto, Inc. State Nat'l Bank Bldg. 2486	Branham	Luther A. Johnson Jr., p & gm	Perry Taylor, vp & pd		Wld., Thes. UP Col.

CROCKETT

KIVY 1950	1570 250-D	Hamilton H. Callen & James H. Gibbs P. O. Box 670 222	KBS	Hamilton H. Callen, ptnr., gm, cm & ce James H. Gibbs, ptnr.	William C. Carter, pd & nd E. L. Hargrove, fd	Jimmy Land, sd Mabel Arledge, wd	L-W UP G

Department Store Sales Up 25%

in CORPUS CHRISTI

Corpus Christi department store sales for the first ten months of 1952 were up 25% over the same period of 1951, says the Federal Reserve Bank of Dallas. That's a fat 11% more than the next best gain among the eight Southwestern cities in this district. If you've got something to sell, offer it where they've got the buying habit—BIG. In Corpus Christi, that is, where it's a listening habit to keep tuned to KEYS.

Door Opener for the Corpus Christi Market

KEYS

Affiliate CBS

Represented Nationally by
THE O. L. TAYLOR COMPANY

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
CUERO							
KCFH 1949	1600 500-D	A. M. Respondek Cuero 700		A. M. Respondek, p, gm & ce			
DALHART							
KXIT 1948	1410 500-D	Dalrad Associates P. O. Box 1350 740	KBS Best	Ed Bishop, p	Ken Bishop, gm	Bill Smith, ce	Wld. UP G
DALLAS							
KGKO (CP)	1480 1,000-D 500-N DA-2	Lakewood Bcstg. Co. Inc. Cliff Towers Hotel Westbrook 7594	McGillvra	Leonard Coe, gm S. H. Bennett, cm	John Knapp, pd & nd	Henderson Rogers, ce	.... UP G
KIXL 1947	1040 1,000-D	Variety Bcstg. Co. Inc. 1401 S. Akard St. Riverside 4521	Forjoe	Lee Segall, p & gm Tom Massey, asst. m	Charles F. Payne, cm John Wilson, pmm	Bob E. Tripp, ce Mrs. Tim Healy, wd	Wld., St., Cap., Mac, Thes., Assoc. AP WE
KIXL-FM *1947*	*Chan. 283 (B)* *104.5mc* *34kw*						
KLIF 1947	1190 5,000-D 1,000-N DA-N	Trinity Bcstg. Corp. 2104 Jackson Randolph 7121	Pearson	B. R. McLendon, p Gordon B. McLendon, exec. d Bill Weaver, sm	Hal Bakke, pd Billie Page, pmm Milan Leggett, ce	Art Nelson, nd Al Turner, sd	.... UP WE, Ray.
KRLD 1926	1080 50,000 DA-N	KRLD Radio Corp. Herald Square Randolph 6811	CBS Branham	John W. Runyon, chrmn. of brd. Clyde W. Rembert, p	J. W. Crocker, asst. m William A. Roberts, cm	Ted Parrino, pd B. B. Honeycutt, ce	
KRLD-FM *1948*	*Chan. 223 (B)* *92.5mc* *40kw*						*SES* *UP* *GE*
KRLD-TV 1949		KRLD Radio Corp. Herald Square Randolph 6811		(For full information see TELECASTING Yearbook)			

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KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

TWO TOP CBS STATIONS
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION

WHEN you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

NATIONAL REPRESENTATIVES JOHN BLAIR & CO.

XUM

THE SOUTHWEST'S GREAT TWIN SALES PRODUCING COMBINATION!

THE SOUTHWEST'S LARGEST SALES TARGET!

DALLAS • FORT WORTH
and
KRLD • KRLD-TV

More than a million mostly urban dwellers within the 50-mile zone . . . more than 2 million in the 100-mile area.

KRLD with 50,000 watts, full time power saturates the wide Southwest radio listening audience.

KRLD-TV offers advertisers the largest slice of the total sales target in the Southwest's largest metropolitan market.

This is why
KRLD
KRLD-TV
is your best buy

EXCLUSIVE OUTLETS FOR CBS *PROGRAMS IN DALLAS • FT. WORTH*

John W. Runyon, *Chairman of the Board*
Clyde W. Rembert, *President*

The Branham Company, *Exclusive Representative*

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
DALLAS—(Continued)							
KSKY 1941	660 1,000-D	Sky Bcstg. Service Hotel Stoneleigh Randolph 6193		A. L. Chilton, p R. G. Terrill, gm & pmm	R. L. Kanatzar, cm Leonard Holland, pd, nd, fd & sd	M. M. Ming, ce L. H. Chilton, wd	UP RCA
[1]WFAA 1922	820 50,000 570 5,000 DA-2 ST-WBAP	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	ABC, NBC Texas Quality Petry	E. M. Dealey, p Martin B. Campbell, supvr. radio-TV Alex Keese, m	George Utley, cm Karl Lambertz, pd & asst. m (Mrs.) Wynona Portwood, sls prom. d	Wm. C. Ellis, ce Harry Koeningsberg, publ. Sid Pietzsch, nd	L-W AP, UP RCA
WFAA-TV 1949		A. H. Belo Corp. 3000 Harry Hines Blvd. Riverside 3315		(For full information see TELECASTING Yearbook)			
WRR 1920	1310 5,000 DA-N	City of Dallas, Tex. Municipal Bldg. Main at Harwood Tenison 6101	MBS Texas Blair	Durward J. Tucker, mngng. d & ce Pete Teddlie, sls & prog. coord.	Richard B. Workman, pd Taylor Branch, nd	Al Jones, fd Eddie Hill, sd	Assoc. AP WE
WRR-FM *1949*	*Chan. 266 (B)* *101.1mc* *68kw*						*Col.*
DEL RIO							
KDLK 1945	1230 250	Del Rio Bcstg. Co. P. O. Box 1162 1745	KBS	Don R. Howard, gm & sd Edward L. Williams, pd & nd	Pat Jeter, ce	Mrs. H. K. Fawcet, wd	St. UP G
DENISON							
KDSX 1948	950 500 DA-2	B. V. Hammond Jr. & L. L. Hendrick P. O. Box 263 3400	Rambeau	B. V. Hammond Jr., co-o & gm L. L. Hendrick, co-o & cm	Allen Hundley Jr., pd Frank Bailey, ce	John Clift, sd	L-W AP Ray.
DENTON							
KDNT 1938	1440 1,000-D 500-N DA-N	Harwell V. Shepard Radio Center Central 4144		Harwell V. Shepard, o & oper.			Thes. UP
KDNT-FM *1949*	*Chan. 292 (A)* *106.3mc* *0.76kw*						*GE*
DUMAS							
KDDD 1948	800 250-D	North Plains Bcst. Corp. P. O. Box 337 2-5000	Best	Lucian W. Spencer, p Ken Duke, gm & vp Bill Lask, pd & sd	Al Tremble, pmm & nd George Pepin, ce	Jerry Duke, wd	St. AP G
EAGLE PASS							
XEMU	580 5,000-D 250-N	Radio Station XEMU P.O. Box 196 Eagle Pass	Natl. Time Sales	(Located in Piedras Negros, Coah., Mex.)			

Note 1: Stations are assigned fulltime, but divide time between two channels; NBC rides 820kc clear channel, ABC rides 570kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft.Worth market areas.

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KROD has . . . . . . the El Paso southwest's

the greatest coverage of any station in El Paso regardless of power....

biggest radio audience
biggest radio dollar value
CBS national programs
unrivalled local programs

VALENCIA
TORRANCE
GUADALUPE
CATRON
SOCORRO
DE BACA
LINCOLN
CHAVEZ
SIERRA
OTERO
ROSWELL
LEA
GRANT
SILVER CITY
DONA ANA
EDDY
HOBBS
LUNA
NEW MEXICO
CARLSBAD
HIDALGO
KROD
EL PASO
JUAREZ
HUDSPETH
CULBERSON
LOVING
WINKLER
REEVES
MONAHANS
WARD
PECOS
TEXAS
JEFF DAVIS
PECOS
PRESIDIO
BREWSTER

Not included in the population figures below are over 50,000 military personnel in KROD's .5 millivolt area, and 125,000 neighbors who live just across the Rio Grande in Mexico but buy in El Paso.

These 27 counties in West Texas and New Mexico are the El Paso-KROD area—one of the largest, soundest, most important markets in the west. Diversity of occupation, rapidly expanding economy and population, strategically isolated location combine with this station's aggressive sales and merchandising policy to make KROD one of America's best radio buys.

POPULATION	**545,600**
RADIO HOMES	**119,650**
RETAIL SALES	**$508,523,000**
FOOD SALES	**$111,255,000**
DRUG SALES	**$ 24,728,000**
AUTOMOTIVE SALES	**$101,241,000**

CBS RADIO NETWORK IN EL PASO

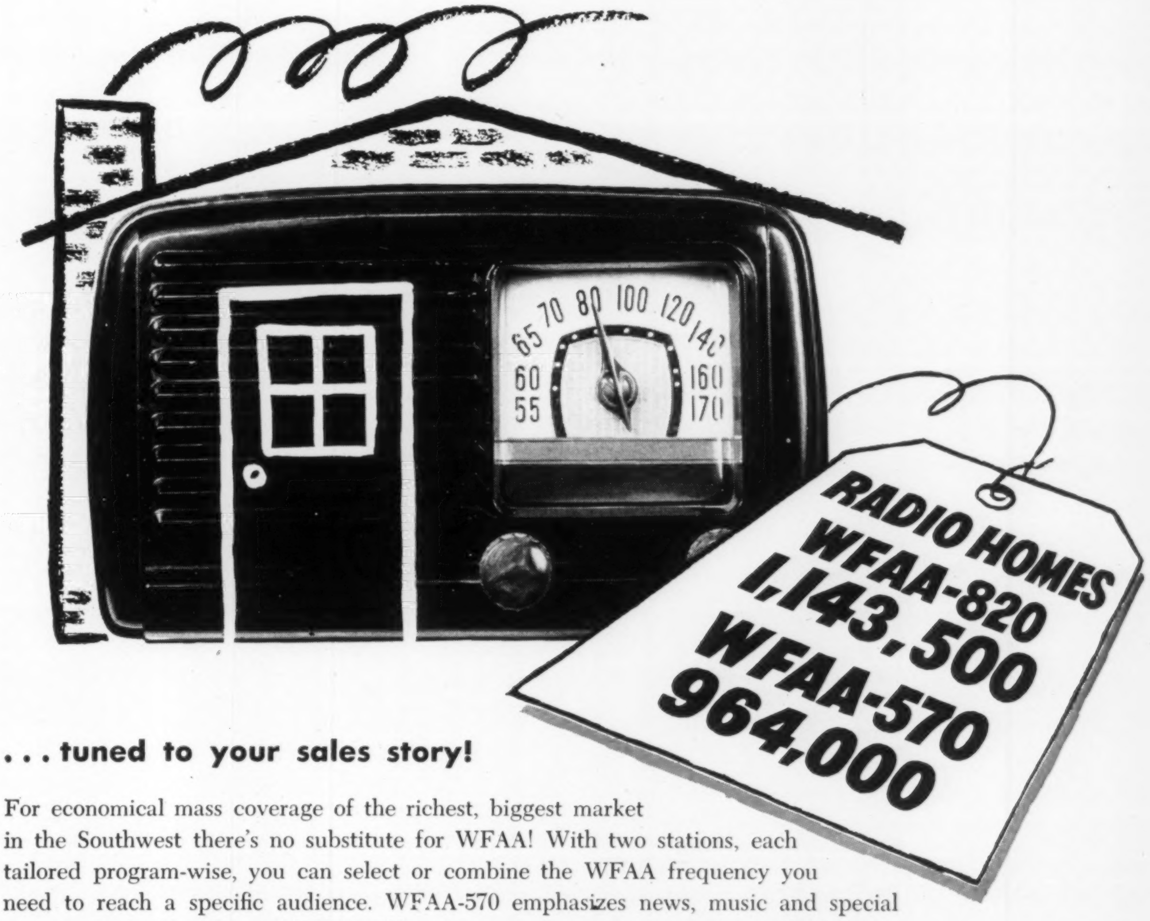
KROD

600 KC 5,000 WATTS

RODERICK BROADCASTING CORP.

Dorrance D. Roderick, Chairman Val Lawrence, Pres.

REPRESENTED NATIONALLY BY THE O. L. TAYLOR CO.



. . . tuned to your sales story!

For economical mass coverage of the richest, biggest market in the Southwest there's no substitute for WFAA! With two stations, each tailored program-wise, you can select or combine the WFAA frequency you need to reach a specific audience. WFAA-570 emphasizes news, music and special events. Big, clear channel WFAA-820 uses a programming measuring rod that has been a success for thirty years – strong mass appeal.

Here is the great Southwest . . . wide open for your sales message. You can reach it . . . you can SELL IT . . . with the *double impact* of WFAA-820 and WFAA-570!

2
GREAT
STATIONS
covering
THE RICH
Southwest!

.5 MV/M Primary Area	WFAA-820	WFAA-570
Square Miles	116,000	95,214
Radio Homes	1,143,500	964,000
Population	4,508,906	3,829,547
Families	1,374,422	1,148,449
Retail Sales	$4,486,037,240	$3,817,735,610
Effective Buying Income	$5,401,326,660	$5,081,706,385
Buying Income per Family	$3,930	$4,425

SOURCE: SALES MANAGEMENT, MAY 10, 1952

WFAA 820 DALLAS our 30th year

NBC-ABC-TQN Affiliates

50 KW
WFAA-820

5 KW
WFAA-570

DALLAS

Alex Keese, Station Mgr.
EDWARD PETRY & CO.
National Representatives

Radio Service of The Dallas Morning News

TEXAS—(Continued)

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EDINBURG							
KURV 1947	710 250-D	James Cullen Looney P. O. Box 480 710	KBS Forjoe	James Cullen Looney, o Albert C. Ryan, gm, cm, pmm & sd Bryant Arbuckle, pd	Erwin Williams, ce Don W. Mallory, nd & fd	Elizabeth Collier, office m	Mac. UP Ray.
EL CAMPO							
KULP 1948	1390 500-D	Wharton County Bcstg. Co. Inc. P. O. Box 1390 1390		Culp Krueger, p Robert Hathaway, gm	Ruth Hilton, cm	Joe H. Miller, ce	L-W UP Col.
EL PASO							
KELP 1947	920 1,000-D DA-1	Trinity Bcstg. Co. 106-A Texas St. 3-3658		B. R. McLendon, p Joe Roddy Jr., gm	Dick Silvester, cm Ralph Webb, pd	Edward Duty, ce	UP Ray.
KEPO 1948	690 10,000 DA-2	KEPO Inc. 2419 N. Piedras St. 5-2731	ABC Avery-Knodel	Miller C. Robertson, p & gm Willard L. Kline, sm & slm Cecil M. Sansbury, pd & pmm	E. L. Gemoets, ce Charles J. Amador, nd Arthur B. Davis, fd	Frank Bissett, sd Darlene Hunter, wd	L-W, St UP RCA
KEPO-TV (CP)		KEPO Inc. c/o W. B. Pratt 706 Capital Natl. Bank Bldg. Austin, Tex.		(For full information see TELECASTING Yearbook)			
KROD 1940	600 5,000 DA-N	Roderick Bcstg. Corp. 2201 Wyoming St. 2-6551	CBS, Southwest Taylor	Dorrance D. Roderick, chrmn. of brd. Val Lawrence, p, gm & cm	Ted R. Hunt, pd, nd & sd Tom Wiseheart, pmm Edward P. Talbott, ce	Paul Stevenson, fd Lenore Dils, wd	Cap. AP RCA
KROD-TV (CP)		Roderick Bcstg. Corp. 2201 Wyoming St. 2-6551		(For full information see TELECASTING Yearbook)			
KSET 1949	1340 250	Rio Grande Bcstg. Co. Inc. 904 Magoffin 326-93	MBS, Intermountain McGillvra	Fred Hervey, p George R. Thady, gm Don Brooks, cm	Juanita Wells, pd Sheldon Turner, pmm John Sheehan, ce	Fred Hays, nd Wayne Johnston, fd Ed Sullivan, sd	Cap. AP RCA
KTSM 1929	1380 1,000-D 500-N	Tri-State Bcstg. Co. Inc. 801 N. Oregon St. 2-5423	NBC Hollingbery	Karl O. Wyler, p & gm Roy T. Chapman, cm J. B. Chapman, pd	Karl O. Wyler Jr., pmm K. J. Walton, ce John Phelan, nd & sd	Conrey Bryson, contin. supvr.	Thes., W UP RCA
KTSM-TV (CP)		Tri-State Bcstg. Co. 801 N. Oregon St. 2-5423		(For full information see TELECASTING Yearbook)			
XEJ	970 1,000	Radio Station XEJ P.O. Box 442 El Paso	Natl. Time Sales		(Located in Ciudad Jaurez, Chih., Mex.)		
FLOYDADA							
KFLD 1951	900 250-D	West Texas Bcstrs. Inc. P. O. Box 955 11	KBS	Ed. Holmes, p Wayne Robison, gm, cm, nd & fd	Carl Minor Jr., pd & sd Jack G. Clark, ce	Alma Holmes, wd	St. UP G
FT. STOCKTON							
KFST (CP)	860 250-D	Ft. Stockton Bcstg. Co. Ft. Stockton 860					
FT. WORTH							
KCNC 1947	870 250-D	Blue Bonnet Bcstg. Corp. 705 Main St. Fortune 7175		J. H. Speck, p & gm Herman Clark, cm	Walt Jones, pd Chester Grubbs, ce & asst. m	Don Boles, nd Naomi Harrison, wd	UP Ray.
KCUL 1949	1540 5,000-D 1,000-N DA-2	East-West Bcstg. Co. 3607 Camp Bowie Blvd. P. O. Box 2049 Sunset 6555	Burn-Smith	Jas. G. Ulmer, p & gm Bill Hightower, cm	Duane Ramsey, pd & nd R. L. McAlister, ce	Maydell Wallace, office m Tee Casper, sd	Thes. AP
KFJZ 1936	1270 5,000 DA-1	Tarrant Bcstg. Co. 1201 W. Lancaster Ave. Edison 3473	MBS, Texas Blair	Gene L. Cagle, p & gm Charles B. Jordon, vp & asst. m D. C. Hornburg, secy.-treas.	Clyde D. Pemberton, cm Hal Thompson, pd Forrest Clough, pmm	James T. Peterson, ce Porter Randall, nd Dave Naugle, sd	Assoc. AP WE
KWBC 1946	970 1,000-D	Worth Bcstg. Corp. P. O. Box 7116 Valley 1278	Rambeau	Judge P. W. Seward, p Lewis Love, gm & cm	Chas. Hobbie, pd & nd Chas. Lewis, pmm	Melvin Parson, ce Pat McFathers, sd	UP
KXOL 1947	1360 1,000 DA-N	Fort Worth Bcstg. Co. Inc. 1216 Pennsylvania Ave. Edison 1448	Pearson	Earle Fletcher, p, gm & pmm Hewel Jones, cm	Jerry Hahn, pd & nd John R. Crouse, ce	Ken Ratliff, fd & sd	AP Ray.
[2]WBAP 1922	820 50,000 570 5,000 DA-2 ST-WFAA	Carter Publications Inc. 3900 Barnett Lockwood 1981	ABC, NBC, Texas Quality Free & Peters	Amon Carter Sr., chrmn. Amon Carter Jr., p Harold Hough, dir.	George Cranston, gm Roy Bacus, cm Ed Lally, pd	Thaine Engle, pmm R. C. Stinson, ce James A. Byron, nd	Assoc., Wld., Cole AP RCA
WBAP-FM *1949*	*Chan. 263 (B)* *100.5mc* *50kw*						
WBAP-TV 1948		Carter Publications Inc. 3900 Barnett Lockwood 1981		(For full information see TELECASTING Yearbook)			
FREDERICKSBURG							
KNAF 1947	1340 250	Gillespie Bcstg. Co. P. O. Box 347 311	MBS, KBS Best	Walter T. McKay, p & co-o Mrs. Merle Moore, vp & co-o	Norbert A. Fritz, gm, cm & ce Walter Fuhrmann, fd	Mrs. Norbert A. Fritz, wd	AP G
FREEPORT							
KBRZ 1952	1460 500-D	Brazosport Bcstg. Co. P. O. Box 1077 1700		Kelly Bell, p O. A. Wood, gm	Jack R. Howard, cm Betty Klein, pd	Kenneth Ferguson, ce Dick Smith, nd	Wld. AP WE
GAINESVILLE							
KGAF 1947	1580 250-D	Gainesville Bcstg. Co. Inc. P. O. Box 222 248	KBS	Joe M. Leonard Sr., p & gm Earl Leonard, cm & nd	Cordell Martin, ce Frank Fancher, sd & pd	John Thomas, fd Zella Allen, wd	Cap. AP Ray.
GALVESTON							
TV (CP)		Rudman TV Co. 5507 Elden Drive Dallas, Tex.		(For full information see TELECASTING Yearbook)			
KGBC 1947	1540 1,000-D 250-N DA-N	The Galveston Bcstg. Co. Lindale Park 3-4329	Pearson	James W. Bradner Jr., p & gm Orland O. Dodson, cm	Ken Gilmore, pd & ce Roger Beane, asst. m	Alec Gifford, nd Johnny Special, sd Francis Kay Harris, wd	AP Ray.
KGUL-TV (CP)		Gulf TV Co. 801 Union Station Bldg.		(For full information see TELECASTING Yearbook)			

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. . . IT ISN'T NECESSARY!

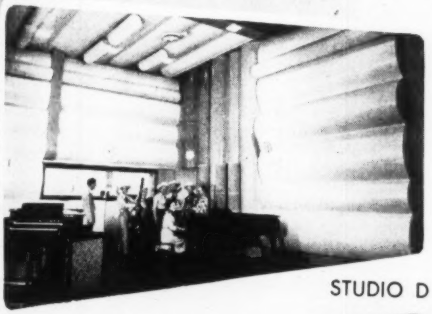
WBAP Offers the BEST in Coverage, Market, Facilities, Programming!

There's good news for the alert radio advertiser in the coverage story of WBAP-AM and FM. Good news in the Fort Worth-Dallas metropolitan area, covered by WBAP . . . it's the Number One market in the South, leading Houston and New Orleans!

This bustling, booming market, including Tarrant and Dallas counties, is blanketed by WBAP with top-quality programs from NBC, ABC, and independent producers. More than 1,030,000 Southwestern residents are reached in this huge metropolitan area . . . and top Hooper ratings prove—it's WBAP for quick, certain sales results!

In the combined Tarrant-Dallas County market area, livestock, aircraft, grain, oil and other important industries boosted total buying income to $1,751,959,000 during 1951. Total retail sales during the same period were $1,356,542,000 . . . another proof that more than a million radio listeners in this wealthy area have money to spend for merchandise of every kind.

Check these top-ranking WBAP facilities, too: Finest in the South! Six studios with a control room for each, individual acoustical designs, and a master control room for studio or network switches are some of the unsurpassed features which make WBAP best in the field!


STUDIO D

MASTER CONTROL

RECORDING ROOM

Latest BMB figures tell the big story:

WBAP-820, 50,000 watts, clear channel... daytime BMB 976,380 families, 291 counties, 8 states; nighttime BMB 1,078,200 families, 511 counties, 16 states...

WBAP-570, 5000 watts... daytime BMB 656,850 families, 193 counties, 2 states; nighttime BMB 581,810 families, 190 counties, 2 states.

Yes, for the BEST in coverage, facilities, market, and programming..... it's WBAP-AM and FM. Write WBAP 3900 Barnett, Fort Worth, Texas for additional details, or see your Free & Peters man.

WBAP

AM-FM-TV

820 - 570 - Channel 5

STAR-TELEGRAM STATION • **AFFILIATED with ABC • NBC** •

FORT WORTH, TEXAS

FREE & PETERS INC. *Exclusive National Representatives*

AMON CARTER, *Chairman*
HAROLD HOUGH, *Director*
AMON CARTER JR., *President*
GEORGE CRANSTON, *Manager*
ROY BACUS, *Commercial Manager*

XUM

TEXAS—(Continued)

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GALVESTON—(Continued)							
KLUF 1922	1400 250	KLUF Bcstg. Co. Inc. 300 Haden Bldg. P. O. Box 562 5-6676	Rambeau	Geo. Roy Clough, p & gm	Braden E. Clough, pd & traffic m.	Lee Clough, ce & nd	Wld. UP RCA
KLUF-FM *1948*	*Chan. 295 (B)* *98.7mc* *8kw*						*GE*
GLADEWATER							
KSIJ 1949	1430 1,000-D	Gladewater Bcstg. Co. T. W. Lee Bldg. 2181	Best	C. A. Lee, p Douglas Reeh, gm & sd Tom Perryman, cm & fd	Thomas Reeh, pd & nd Paul Rogers, pmm Lloyd Johnson, ce	Rebecca Russell, wd	Cap. AP G
GONZALES							
KCTI 1947	1450 250	Gonzales Bcstg. Co. 425 St. George St. 770	KBS Cooke, Grant	Lawrence M. Walshak, ptnr., gm & cm Frank Wilson Jr., ptnr., pd, pmm & ce	Ray Grant, nd David Walshak, fd & sd	Barbara Hausler, wd	SES. AP
GRAHAM							
KSWA 1948	1330 500-D	Southwestair Inc. P. O. Box 1050 1200 & 1330		Clay E. Thompson Jr., p H. V. Newsom, gm, cm, nd & ce	Eugene Turner, pd & sd D. J. Chandler, fd	Alethea M. Albright, wd	UP
GREENVILLE							
KGVL 1946	1400 250	Truett Kimzey P. O. Box 1015 2066	MBS, KBS Texas Pearson	Truett Kimzey, o Leo Hackney, m James D. Jones, pd, nd & sd	Stafford E. Davis, ce Paul D. Robinson, asst. m	Janet Bush, wd	AP
HAMILTON							
KCLW 1948	900 250-D	Clyde L. Weatherby P. O. Box 592 500		Clyde L. Weatherby, p James A. Smith, cm & gm	A. Baldwin Scott, pd	Carl L. Knelly, ce	Thes. UP Col.
HARLINGEN							
KGBS 1941	1240 250	Harbenito Bcstg. Co. P. O. Box 711 2200	CBS Pearson	McHenry Tichenor, p Troy McDaniel, gm	Dave Bennett, cm Ann Williams, pmm & wd Al Beck, ce	Jerry Fisher, nd Steele McCalanahn, fd Ed Krane, sd	Assoc., St. UP WE
KSOX 1951	1530 50,000-D 10,000-N DA-N	Roy Hofheinz 1519 W. Harrison 3500	MBS, Gulf Coast H-R Reps.	Roy Hofheinz, p Gould Beech, gm Jack Cronenwett, cm & pmm	John J. Knapp, pd & nd Harold Jones, ce Bart Boyd, fd	Cleve Griffin, sd Mary Lee, wd	UP WE
HENDERSON							
KGRI 1947	1000 250-D	Henderson Bcst. Assn. P. O. Box 1111 4528		Roy B. Cannon, p W. C. Crawford, gm & cm	John T. Caulley, pd & sd John M. Bolin, ce	Wesley Dean, fd (Mrs.) Rachel Blackwell, wd	Wld., SES. UP WE
HEREFORD							
KPAN 1948	860 250-D	Marshall Formby P. O. Box 868 860	KBS Best	Marshall Formby, o & p Clint Formby, gm & pd Joe Martin, cm	Bill Jones, pmm	Dennis Surber, ce	Thes. UP RCA
HILLSBORO							
KHBR 1948	1560 250-D	Hill County Bcstg. Co. 594		Ray J. Williams, p			
HOUSTON							
KATL 1947	1590 5,000 DA-N	Texas Bcstrs. Inc. 412 Main St. Preston 3108	McGillvra	William H. Talbot, p King H. Robinson, gm, vp & cm	John Edwards, pd Ed Martin, ce	H. V. Grier, nd Mike Herskowitz, sd Patricia Fonville, wd	L-W UP G
KCOH 1948	1430 1,000-D	William A. Smith 1 Main St. Charter 1888	Clarke	William A. Smith, p Robert C. Meeker, gm Robert Biggerstaff, cm	Val Springer, pd Harold Rench, ce	Phil Zimmerman, nd Bill McCaskill, sd	Assoc., Wld UP G
KLBS 1948	610 5,000 DA-2	Trinity Bcstg. Corp. Milby Hotel Preston 1161		B. R. McLendon, p Ray A. Lewis, gm Glenn Douglas, asst. gm	Bill Hall, cm Webb Hunt, pd Harold Weinzel, ce	Bill Pelham, nd Hal McWilliams, sd Mary Jo Taylor, wd	Wld. UP WH
KNUZ 1948	1230 250	Veteran's Bcstg. Co. P. O. Box 2135 Keystone 2581	Forjoe	Max H. Jacobs, p Dave Morris, gm	Jack Healy, cm Ken Grant, pd & sd	June Jones, pmm O. C. Crossland, ce Bill Crawford, nd	L-W UP G
KPRC 1925	950 5,000 DA-N	The Houston Post Co. Lamar Hotel Fairfax 7101	NBC Texas Quality Petry	W. P. Hobby, p Jack Harris, vp & gm Jack McGrew, cm	Francis Sullivan, pd Marsh Callaway, pmm Harvey Wheeler, ce	Pat Flaherty, nd Bill McDougall, fd Bruce Layer, sd	Thes. AP RCA
KPRC-FM *1946*	*Chan. 275 (B)* *102.9mc* *57kw*						
KPRC-TV 1949		The Houston Post Co. Lamar Hotel Fairfax 7101		(For full information see TELECASTING Yearbook)			
KTHT 1944	790 5,000 DA-2	Roy Hofheinz P. O. Box 2161 4005 Travis Keystone 5535	MBS Texas Coast H-R Reps.	Roy Hofheinz, o & p Bill Bennett, gm & cm Tim Osborne, pd	Lauri Schutt, pmm O. B. Johnson, ce Ray Conaway, nd	Loel Passe, sd Katie Houston, wd	UP G
KTRH 1930	740 50,000 **DA-1**	KTRH Bcstg. Co. Rice Hotel Preston 4361	CBS Texas Blair	B. F. Orr, p Ray Herndon, gm Ray Bright, slm	Tom Jacobs, pd Helen Bender, pmm Lester Mullan, co-ce	Julius Smith, co-ce Robart Hart, nd George Roesner, fd	Wld. AP, UP, INS RCA
KTRH-FM *1947*	*Chan. 266 (B)* *101.1mc* *29.5kw*						
*KUHT (TV) (CP)		U. of Houston & Houston Independent School District Pres. W. W. Kemmerer 3801 Cullen Rd.		(For full information see TELECASTING Yearbook)			*GE*
KXYZ 1941	1320 5,000 DA-N	Shamrock Bcstg. Co. Gulf Bldg. Capital 6151	ABC Free & Peters	Glenn H. McCarthy, p Fred Nahas, gm Ted Hills, cm & sm	Kenneth Bagwell, pd Rita Zenzen, pmm Gerald R. Chinski, tech. supvr.	Roland Baker, nd Guy Savage, sd	St., Cap. UP RCA
KXYZ-FM *1948*	*Chan. 243 (B)* *96.5mc* *14kw*						*GE*
HUNTSVILLE							
KSAM 1938	1490 250	Theodore E. Lott & Morris B. Cauthen P. O. Box 312 30	KBS, MBS Best	Morris B. Cauthen, co-o & p Ted Lott, co-o, nd & gm Roy Greer, cm, pd & pmm	Al Strong, ce Wesley Sherril, fd Dan Rather, sd	Mary E. Flynt, wd	Cap., SE AP G
JACKSONVILLE							
KEBE 1947	1400 250	Billy Averitte Laurie P. O. Box 1071 2211		Billy Averitte Laurie, p & gm Jerry D. Spencer, cm & pmm	Mrs. B. A. Laurie, pd & wd Eugene R. Kintz, ce	Bill Finley, nd & sd Perrin Willis, fd	L-W AP

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XUM

FIRST
with Growing audiences

in RADIO and TELEVISION

daytime audience

UP 30%

Nielsen Coverage Service, May, 1952, shows 410,570 daytime radio homes . . . 30% more than comparable 1949 BMB figures.

nighttime audience

UP 11%

Nielsen Coverage Service, May, 1952, shows 364,320 nighttime radio homes . . . 11% more than comparable 1949 BMB figures.

TV audience

UP 94%

Total TV sets in area on January 1, 1953

225,000

an increase of 94% over set count on January 1, 1952.

KPRC HOUSTON

NBC and TQN on the Gulf Coast

JACK HARRIS
Vice President and General Manager
•
Nationally Represented by
EDWARD PETRY AND CO.

KPRC-TV

NBC • CBS • ABC • DUMONT

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
JASPER							
KTXJ 1948	1240 250	Jasper Bcstg. Co. Texas Theatre Bldg. 580		Joe L. Fisher, p			
JUNCTION							
KMBL 1951	1450 100	Kimble Cty. Bcstg. Co. 70		Farrell M. Brooks, o-m			
KERMIT							
KERB 1950	600 1,000-D DA	Kermit Bcstg. Co. Inc. Hghwy. 302 3481		George H. Cook, p H. J. Porter, gm	Ray Boyd Kilman, pd & sd Truitt C. Howard, ce	Eugene W. Connor, nd	Thes. SES UP Ray.
KERRVILLE							
KEVT 1948	1230 250	Kerr Bcstg. Co. Junction Hghwy. 900 & 999	MBS	Scott Schreiner, p William G. Field, gm Carol Woodard, cm & pd	John Steven, pmm & nd Clyde Jones, ce Al Mason, sd	Guy Powell, fd Wilma Bartholomew, wd	Cap. AP Ray.
KILGORE							
KOCA 1936	1240 250	Radio Station KOCA P. O. Box 989 2001	KBS	Roy G. Terry, p H. A. Degner, gm John Cooke, cm	Paul Crawford, pd & nd Rex Lawrence, pmm Karem Soule, ce	Fred Mathews, sd Mary Pearson, wd	.... AP Col.
KINGSVILLE							
KINE 1948	1330 1,000-D	Radio Station KINE Inc. 205 E. King St. 1317	Best	James H. Clement, p Ben A. Glusing, vp	Eston R. Pace, cm & sta. m. Jake Russell, sd	Jerry Fullerton, pd R. T. Whitaker, ce	Cap. UP Ray.
LAMESA							
KMEA (CP)	1360 1,000-D	Citizens Bcstg. Co.					
KPET 1947	690 250	Lamesa Bcstg. Co. P. O. Box 30 690 & 671		R. O. Parker, o Bob Bradbury, gm Clayton Jay, cm	Frances Singer, pd Roland Ouelette, ce Paul Singer, nd	Bob Harris, sd	Wld. AP G.
LAMPASAS							
KHIT 1948	1450 250	Lampasas Bcstg. Corp. P. O. Box 228 721		Lee H. Gupon, p			
LAREDO							
KVOZ 1952	1490 250	Border Bcstrs. Inc. P. O. Box 1498 3-4396	MBS, KBS Gulf Coast Continental	W. J. Harpole, p Burney Jones, gm	Bill Douthitt, cm Frank Manuel, ce	Evelyn Jones, pd	.... UP RCA
LEVELLAND							
KLVT 1949	1230 250	Herald Bcstg. Co. P. O. Box 866 1030	Melville	Forrest Weimhold, p & o Victor King, gm Sidney McIntosh, cm	Gary Smitherman, pd & ce		Wld., Thes. AP RCA
LITTLEFIELD							
KVOW 1947	1490 250	Southwestern Bcstrs. 192	KBS	J. C. Rothwell, p J. B. McShan, gm	Othell Whitson, pd	Herbert Rains, ce	SES. AP G.
LONGVIEW							
KFRO 1934	1370 1,000 DA-N	Voice of Longview Curtis Bldg. P. O .Box 792 411 - 1370	ABC, KBS Texas Cooke	James R. Curtis, o & p			L-W AP RCA
KLTI 1948	1280 1,000-D	LeTourneau Radio Corp. P. O. Box 1866 4331	Pearson	R. G. LeTourneau, p Arthur L. Greene, gm Allen E. Vinson, cm	George D. Womack, pd Kenneth D. Maxwell, ce Milton M. Evans, nd & sd	Mrs. Lester Pruett, wd	St., Cap. UP Ray.
KLTI-FM *1948*	*Chan. 290 (B)* *105.9mc* *9.8kw*						.... *GE*
LUBBOCK							
KCBD 1947	1590 1,000 DA-2	Caprock Bcstg. Co. P. O. Box 1507 5-6348	MBS, NBC Pearson	Joe H. Bryant, p Robert Snyder, asst. gm George Tarter, cm	Bob Sanders, pd Frank Lee, ce	Choc. Hutcheson, nd & sd Leroy Land, pmm	Wld., Ass AP WE
KCBD-TV (CP)		Bryant Radio & TV Inc. P. O. Box 1507 5-6348		(For full information see TELECASTING Yearbook)			
KDUB-TV 1952		Texas Telecasting Inc. 3601 Avenue H		(For full information see TELECASTING Yearbook)			
KFYO 1927	790 5,000-LS 1,000-N DA-2	Plains Radio Bcstg. Co. 914 Ave. J 5-5567	ABC Taylor	B. E. Walker, p Parker F. Prouty, vp Gordon Thompson, gm Leon E. Harris, cm	John Kennedy, pd W. S. Bledsoe, ce Jerry Henderson, pmm Bob Nash, nd	Jack Creel, fd Bill Edwards, sd Peggy Bell, wd	Cap., St., Thes. AP, UP RCA
KSEL 1946	950 1,000-D 500-N DA-N	Lubbock Bcstg. Co. P. O. Box 1524 3-0484	Rambeau	Walter G. Russell, p David P. Pinkston, gm M. M. Rochester, cm	Wes Youngblood, pd & sd Don Edwards, ce	Corwin Riddell, nd	L-W AP Col.
KVSP (CP)	1460 500-D	Hub Bcstg. Co. c/o R. B. Irvin 253 Cotton Exchange Bldg.					
LUFKIN							
KRBA 1938	1340 250	Darrell E. Yates 110 S. First P. O. Box 755 3-6661	ABC, KBS	Darrell E. Yates, o, gm, cm & pmm Thomas Lubke, pd Ambrose Maxim, ce	Lionel Rusk Jr., nd Woodrow Behannon, sd	Virginia Finley, wd	L-W, Col UP Col.
KRBA-FM *1948*	*Chan. 238 (B)* *95.5mc* *2.9kw*						.... *GE*
KTRE 1947	1420 1,000 DA-N	Forest Capital Bcstg. 114½ N. First St. P. O. Box 701 3-7771	MBS Taylor	R. W. Wortham Jr., p Richard Lewin, gm & pmm Murphy Martin, cm	Royce Christenson, pd Fred C. Hill, ce Roger Sizoo, nd & sd	Hampton Keathley, fd Zaidee Brittain, wd	Wld. AP Ray.
MARLIN							
*KMLW (CP)	1010 250-D	Falls County Public Service 106 Commerce St.		Charles R. Reagan, co-o Hugh M. McBeath, co-o & ce	Duane Ramsey, cm Jerry Hughes, pd & nd		.... AP G
MARSHALL							
KMHT 1947	1450 250	Marshall Bcstg. Corp. 109 W. Rusk 7826	MBS, KBS Texas Pearson	Earl Fletcher, p Myrl Stein, gm John Strength, cm	Marvin Hillis, pd R. L. Clay, ce Alice Rose Becker, pmm & wd	Dick Yancey, sd	L-W AP Col.
McALLEN							
KRIO 1947	910 1,000 DA-1	Frontier Bcstg. Co. P. O. Box 1551 6-6213	ABC	Gene L. Cagle, p Charles B. Jordan, vp Stanley Wilson, gm	Normand Mann, pd & fd Ingham S. Roberts, cm William Meiners, ce	Chuck McKasson, nd Dick Richmond, sd	.... AP WE
McCAMEY							
.... (CP)	1450 250	Sprayberry Bcstg. Co.		Jack W. Hawkins, p Gene Ray Hendrix, vp Barney Hubbs, secy-treas			

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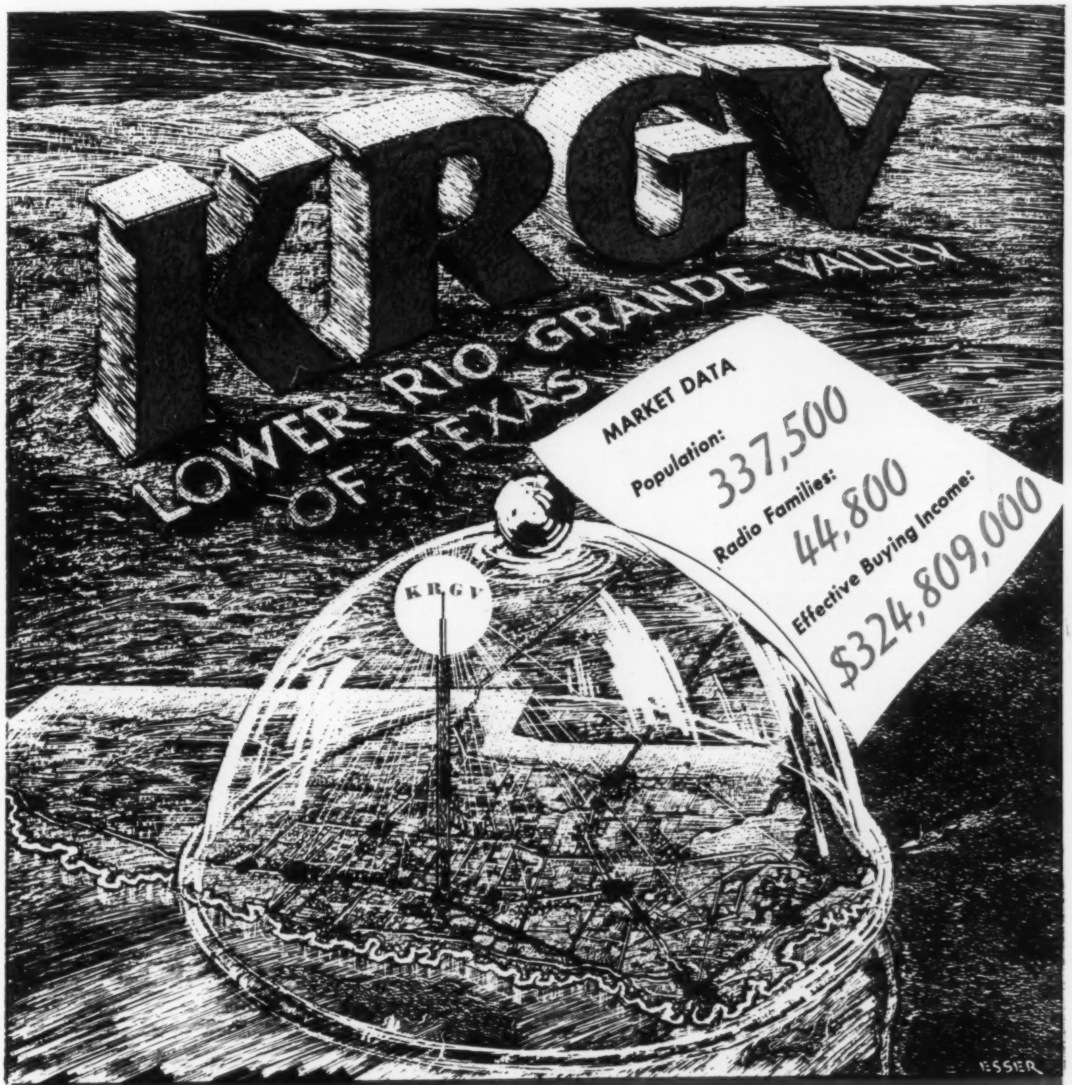
XUM

McKINNEY						
KMAE 1947	1600 1,000-D	McKinney Air Enterprises, Inc. 218 E. Virginia St. 183 & 184		Geo. W. Smith Jr., p, gm & ce Melvin Belew, cm & pmm Denise Adkins, pd & wd	C. W. Rampy, nd A. S. Milliken, fd	H. D. Mouzon, sd	L-W, Wld. AP
MIDLAND						
KCRS 1935	550 5,000-D 1,000-N DA-2	Clarence & Ruth Scharbauer P. O. Box 1072 2-4393	ABC, Texas Pearson	Clarence Scharbauer, o & p Wallace R. Jackson, gm Eleanor McDonald, cm	Dean Baker, pd & pmm Tom Yates, ce	Larry King, nd & sd	Thes. UP Ray.
KJBC 1950	1150 1,000-D	Jack Cecil Lamesa Road 4-5152	KBS	Jack Cecil, o, gm & ce Maureen White, cm Claude Hainey, pd & fd	Keith Ward, pmm & sd John Brave, nd	Faith Weston, wd	Wld., St. UP Ray.
MINERAL WELLS						
KORC 1946	1140 250-D	J. Elroy McCaw 608 N. Oak 319 & 203	Best	J. Elroy McCaw, o Harry Riley, cm & sd Ada Moore, pd	Ed Roberts, ce Olie Carriker, nd	Thelma Doss, wd	AP Ray.
MONAHANS						
KVKM 1947	1340 250	Monahans Bcstrs. Inc. P. O. Box 1118 438 & 439	MBS, KBS, Cactus Southwest Best	(Mrs.) Doris D. King, p J. Ross Rucker, gm, nd & fd Joe Collins, cm & pmm	John Rosenberger, ce Don Bassman, sd	Edith Bray, wd	Wld. G. UP
MT. PLEASANT						
KIMP 1948	960 1,000-D	Mt. Pleasant Bcstg. Co. P. O. Box 990 960	KBS	Winston O. Ward, p & gm Ruby Stanley, pd & wd	Cliff Taylor, ce	Lee Mars, nd & fd	L-W AP G.
NACOGDOCHES						
KOSF 1947	1230 250	Kelly Bell 100 Allen Bldg. Midland, Tex. Midland 2-3773	ABC	Kelly Bell, p J. C. Stallings, gm R. C. Atherton, cm & pmm	Lyn Bentley, pd Frank Murray, ce Ed Rice, nd	Ed Gaston, sd Billie Stallings, wd	Wld. UP Col.
KSFA 1947	860 1,000-D	Nacogdoches Bcstg. Co. Inc. P. O. Box 56 North Street Station 860	Humble, King	W. C. Fouts, p, gm, cm & fd Max Neel, pd L. N. Morgan, ce	Sara Jane Moon, pmm J. L. McConkey, nd & sd	(Mrs.) B. Barnett, wd	Thes. AP G.



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TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
NEW BRAUNFELS							
KGNB 1950	1420 1,000-D	Comal Bcstg. Co. 184 Castell 1612 & 1613	Shepp-Reiner	Charles W. Scruggs, p F. T. Wilson, vp, gm, cm & pmm Graves R. Coker, ce	Howard L. Edwards, pd & nd Bert Faust, sd	Clarice Teinert, wd	Thes. AP RCA
ODESSA							
KECK 1947	920 1,000-D 500-N DA-N	Ector Cty. Bcstg. Co. 120 W. Third St. 6-5791		Ben Nedow, o, g & pmm Sol Schmerman, cm	Roy Elsner, pd Glen M. Cook, ce	Tom Rollins, nd Herman Lensky, fd Dick Miller, sd Jeanne Robertson, wd	St. AP Ray.
KOSA 1947	1230 250	Odessa Bcstg. Co. 115 W. Sixth St. 6-4301	CBS Taylor	Cecil L. Trigg, p & gm Jay H. Mehaffey, cm John J. Vacca, pd	James A. Simpson, ce Ed Costello, pmm, nd & sd	Margaret McDonell, wd	Cap. AP RCA
KRIG 1946	1410 1,000 DA-N	Oil Center Bcstg. Co. Crane Hghwy. 6-6871	MBS, KBS Cactus Best	R. O. Canon, p Jack W. Hawkins, vp and gm	Marguerite LaRue, sm Jack Lee, pd & nd	Jody Singleton, ce Spec Gammon, cm, pmm & sd	Wld. UP WE
ORANGE							
KOGT 1948	1600 1,000 DA-N	Sabine Area Bcstg. Co. 6-2012	KBS Best	J. Jacobs, p Ed Lovelace, evp & gm Frank Dusenbury, cm	Jerome Oppel, pd Wallace Odom, ce M. L. Jacobs, secy.-treas.	Joe Mainz, nd & sd Ellouise Crossan, wd	Assoc. UP Col.
PALESTINE							
KNET 1936	1450 250	Palestine Bcstg. Corp. P. O. Box 649 8686	KBS	Billy Averitte Laurie, p, gm, cm, pd & pmm J. W. Kriegel, ce Mrs. B. A. Laurie, secy.-treas.	Jas. K. Richardson, nd Larry Henderson, fd Ralph Thorton, sd	Dorothy Hudson, wd	SES. UP Ray.
PAMPA							
KPAT 1951	1230 250	J. C. Daniels 1701 N. Hobart 2511	KBS Pearson	J. C. Daniels, p Jim Terrell, gm Eddie Roark, cm	Ed Murphree, ce Elbert Goodnight, pmm Harry Kelley, fd	Gale Spencer, wd	Cap., St. UP, INS G
KPDN 1936	1340 250	Top O' Texas Bcstg. Co. Hughs Bldg. 1100	MBS	Coy C. Palmer, gm Kay L. Fancher, cm, pd, nd & pmm Garth W. Osborn, ce	Jack Scott, fd Warren Hasse, sd	Billie Pulliam, wd	Wld. AP G.
PARIS							
KFTV 1950	1250 500-D	Lamar Bcstg. Co. Inc. First Natl. Bank Bldg. 166	Best	D. W. Brawner, p & cm	James F. Hendrix, gm	Travis Fodge, ce	SES. UP Col.
KPLT 1936	1490 250	North Star Bcstg. Co. P. O. Box 235 1124	ABC, Texas Pearson	Fred Kincaid, p & gm Boyd Kelley, vp Lewis Seibert, secy.-treas.	Bob Prichard, cm & sd Bill Davis, pd & nd Paul Daniels, ce	Jeff Methven, fd Ann Marshall, wd	.... AP RCA
PASADENA							
KLVL 1950	1480 1,000-D DA-1	Felix H. Morales Pasadena State Bank Bldg. Grand 21-361	Oakes	Felix H. Morales, o & gm Vicente Marquez, cm	Victor Lara Ortegon, pd & nd Eugene C. McNalley, ce	Maria Del Carmen Aleman, wd	.... Press News Col.
PECOS							
KIUN 1935	1400 250	Jack Hawkins & Barney Hubbs 318 S. Cedar St. 998 & 999	MBS, KBS Cactus, Southwest Best	Barney Hubbs, ptnr. Jack Hawkins, ptnr., gm & sd David Martin, cm	W. D. Martin Jr., pd Harry Boehnemann, ce Jess McIlvain, fd	Louise Hawkins, wd	.... UP RCA
PERRYTON							
KEYE 1948	1400 250	Great Plains Bcstg. Co. 5771	MBS	Carl Ellis, p Irvin R. Buchanan, gm, cm & fd	Zeb Williams, pd & nd Coy Thompson, ce	Jerry Drennan, sd Mrs. Irvin R. Buchanan, wd	L-W, Cap. AP G.
PLAINVIEW							
KVOP 1944	1400 250	KVOP Inc. Veigel Bldg. 1400 & 2227	MBS, KBS	W. J. Harpole, p Kermit Ashby, gm Bill Harrell, cm & sd	Doug Sewell, pd Hugh Smith, ce Bob McGrath, pmm	Wayne Rankin, nd Harold Henegar, fd	.... AP RCA
PLEASANTON							
KBOP 1951	1380 1,000-D	Atascosa Bcstg. Co. P. O. Box 247 4871	KBS Best	Ben L. Parker, p, gm, pmm & fd Arthur Terrell, cm Cloyd Royal, pd & sd	Mona L. Parker, ce C. B. Richardson, nd	Elna Richardson, wd	Wld., SES. INS G
PORT ARTHUR							
KOLE 1947	1340 250	Port Arthur Bcstg. Co. P. O. Box 1126 2-9436		Socs Vratis, ptnr, gm, ce & sd			
KPAC 1934	1250 5,000-D 1,000-N DA-N	Port Arthur College 1515 Lakeshore Dr. 5-7458	MBS Pearson	Marjorie R. Vickers, gm George Crouchet Jr., cm Corrine Enos, pd	Glenn Boatright, ce Mack Newberry, pmm Glenn Earle, nd	Jim Toth, sd Lethale Capland, wd	St. Press News RCA
QUANAH							
KOLJ 1951	1150 500-D	Orville L. Jenkins P. O. Box 566 654	KBS	Orville L. Jenkins, o & gm Helen Norris, cm	Richard O. Dormier, pd & ce	Gay R. Newton, pmm	.... AP G.
ROSENBERG							
KFRD 1948	980 1,000-D	Ft. Bend Bcstg. Co. Inc. P. O. Box 832 980		Mart Cole Sr., p Jim Hairgrove, gm, cm, pd, nd & sd Frank Wood, ce	Beth Potter, pmm Wally Wallington, fd	Audrey Lewis, loc. slm	L-W UP G.
SAN ANGELO							
KGKL 1928	960 5,000-D 1,000-N DA-N	KGKL Inc. St. Angelus Hotel 6715	ABC, Texas Pearson	H. C. Ragsdale, p Lewis O. Seibert, gm & cm	Franklin Rainey, pd	Bill Poteet, ce	.... AP RCA
KGKL-TV (CP)		KGKL Inc. St. Angelus Hotel 6715		(For full information see TELECASTING Yearbook)			
KTXL 1947	1340 250	Westex Bcstg. Co. Inc. 1901 W. Beauregard 7183	MBS Taylor	A. D. Rust, p Robt. L. McClellan, gm Walton A. Foster, cm & nd	Jean Dobbins, traffic d & wd Robert Benson, ce Jerry Blair, pmm	John Line, fd Marcus Oquin, sd	Wld. UP WE
KTXL-TV (CP)		Westex TV Co. 1901 W. Beauregard St. 7183		(For full information see TELECASTING Yearbook)			
SAN ANTONIO							
KABC 1926	680 50,000-D 10,000-N DA-N	Alamo Bcstg. Co. 2nd Floor, Milam Bldg. Fannin 3126	ABC, Texas State, TBS Blair	Gene L. Cagle, p Bill Michaels, sm Bill Joekel, cm	Jim Wiggins, pd & sd Joseph B. Haigh, ce Roy Clark, pmm	Ford Mitchell, nd Bill Terry, fd Monette Shaw, wd	.... AP WH
KCOR 1946	1350 5,000-D 1,000 N DA-N	KCOR, Inc. 310 S. Flores St. Cathedral 1301	O'Connel, Oakes	R. A. Cortez, p R. A. Cortez, Jr., vp W. P. Smythe, gm	Joe Harry, sm Lalo Astol, pd K. R. Hyman, ce	Ernesto S. Cervera, nd Rogelio Frias, fd Fred Romero, sd	Mac. UP ....
KEYL (TV) 1950		San Antonio TV Co. Transit Tower Garfield 8151		(For full information see TELECASTING Yearbook)			
KEXX (CP)	1250 500-D	Manuel D. Leal 403 N. Flores St. Garfield 6373		Manuel D. Leal, o & gm Manuel Davila, cm S. Solis, pd	Harry Campbell, ce Fidel Cuellar, pmm Fernando Rubio, nd	E. Alarcon, fd M. Alarcon, sd Peggy Laviada. wd	.... Col.

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IN SAN ANTONIO RADIO, THERE'S NO ARGUMENT

KTSA IS YOUR NO. 1 RADIO BUY

"PULSE" PROVES*

Morning—Noon and Night KTSA delivers more listeners for your advertising dollar . . . It's easy to be rating-wise and dollar-foolish if you don't take a good look at the REAL facts about the radio picture in the booming San Antonio and South Texas market.

KTSA has been a part of San Antonio and South Texas for 25 years and has a reputation for 25 years of outstanding community service. Affiliated with CBS, the country's BEST network—owned and operated by Express Publishing Company, publishers of South Texas' finest newspapers, the San Antonio Morning Express and San Antonio Evening News—merchandising and promotion of the fine network and carefully designed local programs, all combine to assure top audience for your advertising message.

STOP . . . . THINK . . . . SEARCH . . . . before you buy—and your No. 1 choice MUST be KTSA—Why pay 57% more for less than 1% more audience?**

*San Antonio Pulse Report
**Average Class A Basic Rate

KTSA

AM/FM

5000 WATTS AT 550

CBS IN SAN ANTONIO

FREE and PETERS National Representatives

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
SAN ANTONIO (Cont'd)							
KITE 1947	930 1,000-D	KITE Inc. 310 Transit Tower Bldg. Fannin 0335	Pearson	Chas. W. Balthrope, o & gm Alex Coe, asst. m	Stanley Nelson, prod. m John Siercovich, ce	Coit Butler nd	L-W AP, UP Col.
KITE-FM *1951*	*Chan. 247 (B)* *97.3mc* *8.3kw*						.... *GE*
KIWW 1948	1540 250-D	Good Neighbor Bcstg. Co. 518 W. Houston St. Fannin 5254	McGillvra	Joe Olivares, p & gm Gene Johnson, cm	Jose Perez Del Rio, pd L. E. Richards, ce & sm	Jose Barrios, nd	.... UP Col.
KMAC 1926	630 5,000 DA-2	Howard W. Davis KMAC Bldg. Belmont 3-6211	MBS, Texas Hollingbery	Howard W. Davis, p, gm & cm Tony Bessan, pd & pmm	Alfred Knight, ce Ted Johnson, nd & sd	Charlie Walker, fd	.... WE
KISS(FM) *1946*	*Chan. 258 (A)* *99.5mc* *12.7kw*			*(KMAC, AM affiliate)*			.... *GE*
KONO 1927	860 5,000-D 1,000-N DA-N	Mission Bcstg. Co. 317 Arden Grove Fannin 5171	Forjoe	Eugene J. Roth, p Jack L. Pink, gm Bob A. Roth, cm	Robert F. Jenkins, pd George W. Ing, ce Ray Hunt, nd	Blake McCreless, fd John Wilson, sd	Cap. AP RCA
KONO-FM *1948*	*Chan. 225 (B)* *92.9mc* *4.3kw*						
KTSA 1928	550 5,000 DA-N	Sunshine Bcstg. Co. Ave. E at Third St. Garfield 1251	CBS Free & Peters	Frank G. Huntress Jr., p Charles D. Lutz, gm, cm & pmm	Harold H. Carr, pd W. G. Egerton, ce	John W. Scott, nd Moulton Kelsey, nd Sylvia Kelsey, wd	Assoc., Mac AP, UP GE
KTSA-FM *1947*	*Chan. 268 (B)* *101.5mc* *15kw*						.... *RCA*
WOAI 1922	1200 50,000	Southland Industries Inc. 1031 Navarro St. Garfield 4221	NBC Petry	Hugh A. L. Halff, p Arden X. Pangborn, gm Rex Preis, cm	W. Perry Dickey, prog. m Bill McReynolds, asst. prog. m Charles L. Jeffers, ce	Dallas Wyant, pmm Henry Howell, nd Bill Shomette, fd	Wld. AP, UP, INS RCA
WOAI-TV 1949		Southland Industries Inc. 1031 Navarro St. Garfield 4221		(For full information see TELECASTING Yearbook)			
SAN MARCOS							
KCNY 1948	1470 250-D	Central Bcstg. Co. P. O. Box 32 888	KBS Best	Ed C. James, p Tom C. Fleet, gm, nd & sd Charles P. Riley, Jr., cm	Princess J. Fleet, office m Britt Lamb, pmm Ernest C. Wood, ce	Henry New, fd Inez Patton, wd	L-W .... Col.
SEGUIN							
KWED 1948	1580 1,000-D	Seguin Bcstg. Co. 200 S. Camp St. 1580		Garfield Kiel, p & gm Stan McKenzie, cm & fd Henry Lehnoff, pd	Louie Sowders, ce John Smith, nd	John Traeger, sd Faye Chessher	.... UP WE

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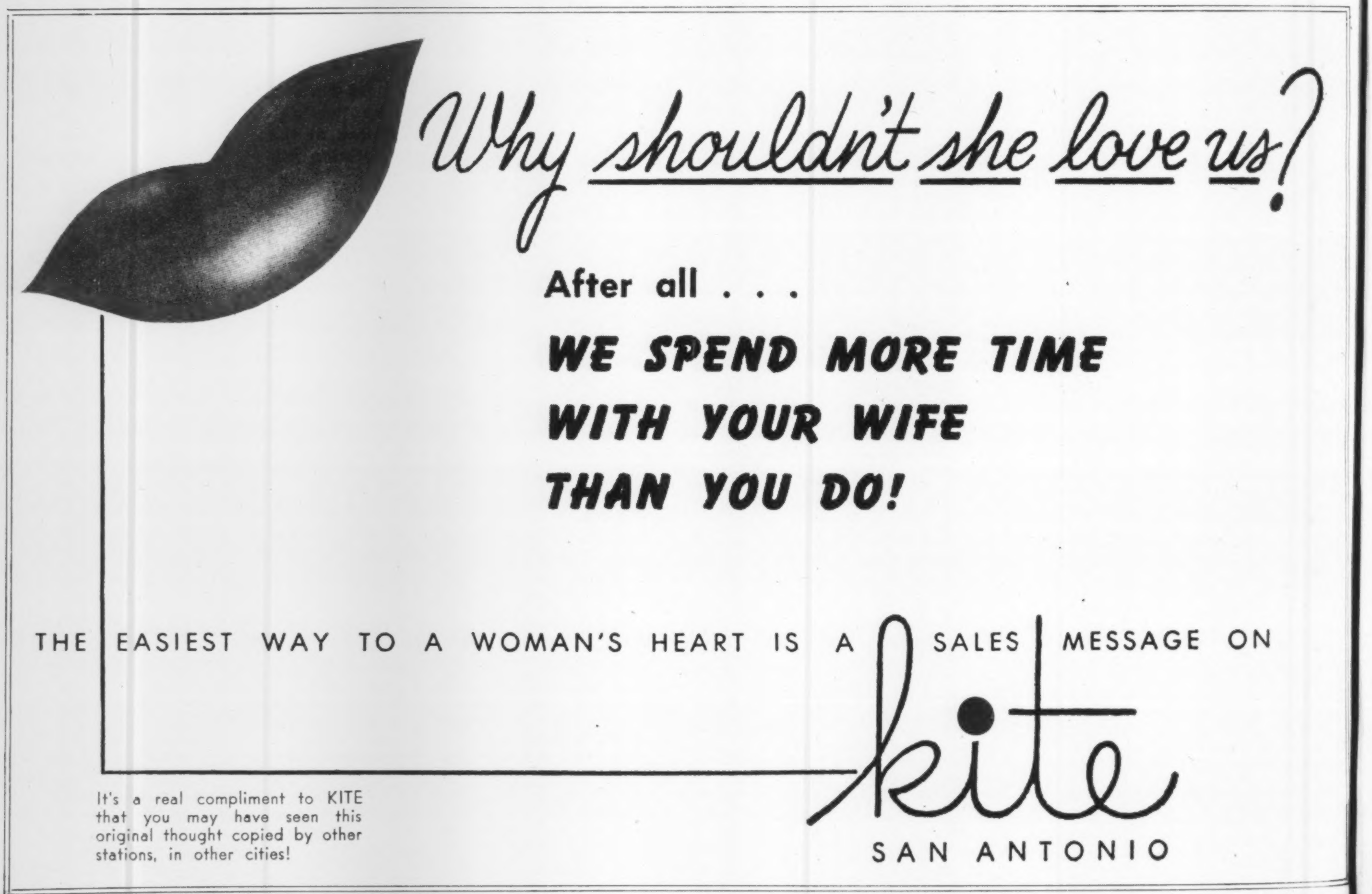


Why shouldn't she love us?

After all . . .

WE SPEND MORE TIME WITH YOUR WIFE THAN YOU DO!

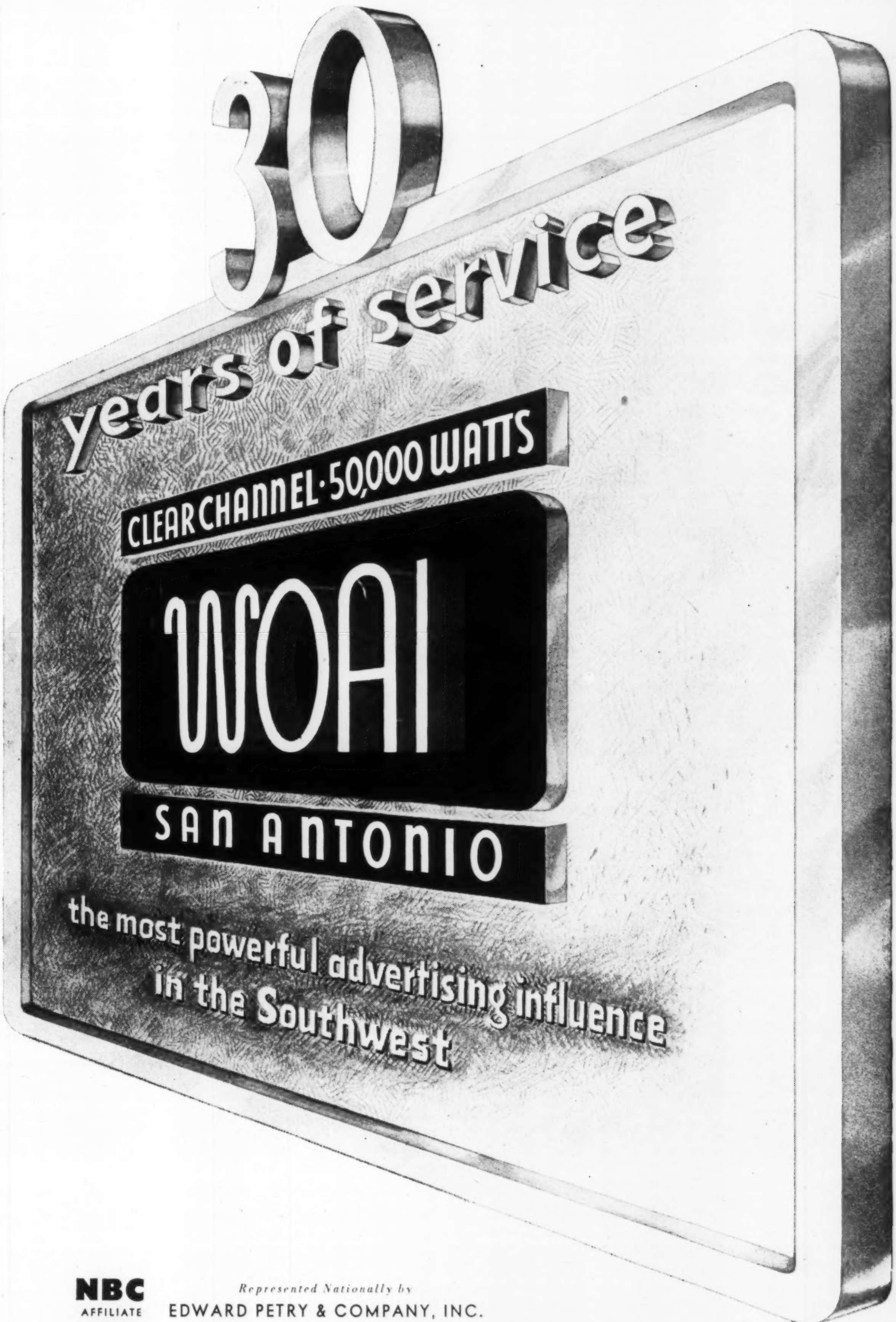
THE EASIEST WAY TO A WOMAN'S HEART IS A SALES MESSAGE ON

kite

SAN ANTONIO

It's a real compliment to KITE that you may have seen this original thought copied by other stations, in other cities!

XUM


30
years of service
CLEAR CHANNEL · 50,000 WATTS
WOAI
SAN ANTONIO
the most powerful advertising influence
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NBC
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Represented Nationally by
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TEXAS—(Continued)

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SEYMOUR							
KSEY 1950	1230 100	W. C. Moss, Jr. P. O. Box 295 60	KBS Best	W. C. Moss, p, gm, cm & pmm Hugh E. Neeld, pd	Luke M. Stripling, ce & sd Ken Skillern, nd & fd	Elizabeth Moss, wd	L-W AP G
SHAMROCK							
KEVA 1949	1580 250-D	Shamrock Texas Bcstg. Co. P. O. Box 21 620	KBS	James D. Abbott, p & gm	Joyce Abbott, pd	Robert J. Beller, cm & ce	WE
SHERMAN (DENISON)							
KRRV 1936	910 1,000 DA-1	Red River Valley Bcstg. Corp. Denison, P. O. Box 94 Sherman 201 Denison 423	MBS, Texas State Pearson	G. H. Wilcox, p Tom E. Spellman, gm (Sherman) W. E. Wilcox, gm (Denison)	George Myers, cm Earl Ellington, sta. d & nd Tom John, ce	Dick Burnam, sd Dorothy Cox, wd	Assoc. UP WE
KTAN 1947	1500 250-D	Sherman Bcstg. Corp. P. O. Box 661 2910	KBS Best	Charles L. Cain, p, pmm & ce William A. Jaco, gm & cm Otis E. Smith, vp	Jesse Mae Cain, secy.-treas. Jim Shelton, pd, nd & fd	Walter Vaughn, sd Jo-Dean Howerton, wd	AP Ray.
SNYDER							
KSNY 1949	1280 500-D CP: 1450 250	Snyder Bcstg. Co. Route 1 35451		J. T. Hughes, p & gm Mrs. Nat Chapman, cm & wd	Charlie Stokley, pd & nd Fay Womble, pmm	Bob Howell, ce	L-W UP RCA
STAMFORD							
KDWT 1947	1400 250	David W. Ratliff 1400	MBS, KBS	David W. Ratliff, p, gm & pmm George E. Morey, cm, nd & sd	Doug Thompson, pd & fd S. J. Woodworth, ce	Priscilla Ratliff, wd	AP WE
STEPHENVILLE							
KSTV 1947	1510 250-D	Galen O. Gilbert & J. R. Kincaid P. O. Box 102 950	KBS Best	Galen O. Gilbert, m & fd Jack Reeves, pd & nd	John Dyer, pmm & sd	Floyd Jeter, ce	St. UP
SULPHUR SPRINGS							
KSST 1947	1230 250	Hopkins Cty. Bcstg. Co. Radio Rd. 1230	MBS, KBS	W. E. Bradford, p, gm & ce Clovis Pinion, cm	Lona Ruth Long, pd & wd Tom Brubaker, pmm, fd & sd	Margaret Thomas, nd	AP G
SWEETWATER							
KXOX 1939	1240 250	Radio & News, Inc. P. O. Box 570 4655	MBS, KBS Best	J. S. McBeath, p J. Harley Hubbard, gm Elwood Fritsch, cm	Dale Wood, pd J. T. Allen, ce Ed Alexander, nd	M. B. Templeton, fd Bob Rogers, sd Sally Test, wd	UP RCA
TAYLOR							
KTAE 1948	1260 1,000-D	KTAE, Inc. 2nd & Porter Sts. 1260	Best	Gillis Conoley, p & gm John Weaby, cm	Robert S. Heller, pd & nd Robert G. Mitchell, pmm	Gordon W. Rainey, ce Fred Switzer, sd	Wld. UP Ray.
TEMPLE							
KTEM 1936	1400 250	Bell Bcstg. Co. 17 S. 3rd St. 3-5252	MBS	Frank W. Mayborn, p	Burton Bishop, gm	Curtis Casey, ce	Thes. UP RCA
KTEM-FM *1948*	*Chan. 298 (B)* *107.5mc* *1.9kw*						
TERRELL							
KTER 1950	1570 250-D	Terrell Bcstg. Corp. High Walnut St. 1710		Paul A. Wnorowski, p & gm Bill Collins, pd Dale Berry, pmm	Martin L. Pitts, ce & fd Fred Wnorowski, nd	R. J. Smith, sd Ruby Johnson, wd	Thes., SES UP G
TEXARKANA							
KCMC 1932	1230 250	KCMC, Inc. 317 Pine St. 3-6151	ABC, Texas State Taylor	Frank O. Myers, gm	Don H. Myers, pd	Harvey Robertson, ce	L-W, Assoc. AP WE
KCMC-FM *1947*	*Chan. 251 (B)* *98.1mc* *40kw*						
KTFS 1946	1400 250	Radio Station KTFS, Inc. 4325 State Line Ave. 35-123	Cotton Belt Devney	David M. Segal, gm T. F. Alford, cm Les Eugene, pd	Fred Parks, ce Bob Hewett, nd	Ernest Hackworth, fd George Dobson, sd	Wld. UP Col.
TEXAS CITY							
KTLW 1948	920 1,000-D	Texas City Bcstg. Service P. O. Box 631 5-4418	KBS	J. G. Long, p Joe Brown, gm & sd	Edson L. Foster, cm & pmm Guy Popham, Jr., pd & nd	Burl Campbell, ce Virginia Popham, wd	Thes. UP G
TYLER							
KGKB 1930	1490 250	Mrs. Lucille Lansing 115 S. College 2-3875	MBS, KBS Pearson	Mrs. Lucille Lansing, p Marshall H. Pengra, gm Gerry Lansing, pd & nd	Hudson Collins, ce Ben Browning, fd	John Lenox, sd Betty Chancellor, wd	Wld. AP RCA
KTBB 1947	600 500-D 1,000-N DA-N	Blackstone Bcstg. Co. Blackstone Hotel 4-7278	ABC, Texas State Taylor	S. H. Bothwell, d M. E. Danbom, gm Herbert Golombeck, cm	Don Jackson Tausch, pd R. A. Wileman, ce David Bothwell, asst. m	Dick Wheeler, nd & sd Bob Murdock, fd	L-W UP WE
UVALDE							
KVOU 1947	1450 250	E. J. Harpole & W. J. Harpole P. O. Box 758 717	MBS, KBS Continental	Edward J. Harpole, gm Joe Watson, Jr., cm, pmm, fd & sd	Bob Hicks, pd & nd Les Miller, ce	Mary E. Harpole, wd	UP G
VERNON							
KVWC 1939	1490 250	Northwestern Bcstg. Co. 1813 Wilbager St.		W. R. Hixon, gm			
VICTORIA							
KNAL 1950	1410 500 DA-N	Victoria Bcstg. Co. Inc. P. O. Box 642 1410	Best	A. B. Alkerk, p Bob Tharp, gm Jim Traber, cm, nd & sd	Sam Sitterle, pd & pmm Douglas Smith, ce	Arvle Elliott, fd Dottie Dotson, wd	Thes., Cap SES UP Col.
KVIC 1939	1340 250	KVIC Bcstg. Co. P. O. Box 725 1106	MBS, KBS	J. G. Long, p Wm. C. Burks, gm Wilburn Jackson, pd	Ed Lamprecht, ce Baron Hans Felix, pmm Bill Jackson, nd & sd	Cliff Berkman, fd Sue Stone, wd	Wld. UP

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XUM

WACO							
----(TV) (CP)		Central Texas Television Co. c/o Ross K. Prescott Life of America Bldg. Dallas, Tex.		(For full information see TELECASTING Yearbook)			
KWTX 1946	1230 250	KWTX Bcstg. Co. P. O. Box 3128 37331	MBS Everett-McKinney	M. N. Bostick, gm Mack Brinegar, cm Bob Walker, pd	Lester Grubbs, ce Rex Bodoin, pmm Bob Martin, nd	Johnny Watkins, fd Jack Voorhies, sd	Wld. AP ....
WACO 1922	1460 1,000 DA-N	Frontier Bcstg. Co. 3620 Franklin 2-6571	ABC Weed	R. L. Glasgow, gm Doug Rains, pd & sd	Jesse Dave, ce Clark Bolt, fd	Mary Holiday, wd	.... AP ....
WAXAHACHIE							
KWHA (CP)	1390 500-D-DA	Cen-Tex Bcstg. Co. Pierce P. Brooks					
WEATHERFORD							
------ (CP)	1220 250-D	Sports Kingdom		James C. Wright Jr., co-o Gilbert Webb, co-o			
WESLACO							
KRGV 1927	1290 5,000 DA-N	Taylor Radio & Television Corp. 201 Border 375	NBC Taylor	O. L. Taylor, p Byron W. Ogle, gm James D. Cook, pd	O. Lewis Hartwig, ce Ted Cressner, pmm Bob McDonald, nd & sd	Johnny Boarle, fd Sallye Jones, wd	Wld., SES AP, UP RCA
WICHITA FALLS							
----(TV) (CP)		White Television Co. 1507 Lamar		(For full information see TELECASTING Yearbook)			
KFDX 1947	990 10.000-D 1,000-N DA-2	Wichita Radio & Television Co. City Nat'l Bank Bldg. 2-8668	ABC Taylor	D. A. Cannan, p Howard H. Fry, gm Mott. Johnson, cm & pmm	Warren Silver, pd John Adams, ce Mike Henry, nd	Bill Angel, sd Dorothy Dooley, wd	Wld., SES UP RCA
KFDX-TV (CP)		Wichita Radio & Television Co. City National Bank Bldg. 2-8668		(For full information see TELECASTING Yearbook)			
KTRN 1949	1290 5,000-D 1,000-N DA-N	Texoma Bcstg. Co. 917½ Scott St. 2-5214	MBS Pearson	Boyd Kelley, p & gm Sid Grayson, cm	Bill Edgar, pd Robert A. Harmon, ce	Mike Carpenter, nd Glenn Shelton, fd	.... AP Col.
KWFT 1939	620 5,000 DA-N	Rowley-Brown Bcstg. Co. P. O. Box 420 3-4181	CBS Blair	Kenyon Brown, p Charles E. Clough, gm Blaine Cornwell, pd	A. L. Pierce, pmm Herbert T. Wiley, ce Pat Halverson, nd	Walt Lochman, sd Gerry Wright, wd	L-W UP RCA
KWFT-FM 1948	*Chan. 260 (B)* *99.9mc* *9.7kw*						

UTAH

BRIGHAM							
KBUH 1947	800 250-D	Revella M. Bone 948 W. Forrest St.	Continental	Revella M. Bone, p			
CEDAR CITY							
KSUB 1937	590 1,000 DA-N	Southern Utah Bcstg. Co. 189 N. Main St. 398	CBS, Beehive	Ivor Sharp, p Arthur L. Higbee, gm & pmm Walter V. Lowe, slm	Robert L. Heyborne, pd Richard N. Gunn, ce	L. M. Whittaker, sd Beth Talbot, wd	Wld. UP GE
LOGAN							
KVNU 1938	610 1,000 DA-N	Cache Valley Bcstg. Co 1393 N. Main St. 1400 & 1401	MBS, KBS, Intermountain Don Lee	Herschel Bullen, p Reed Bullen, gm	W. W. Kirkland, cm, pmm & fd Morgan White, pd & nd Wm. L. Jones, ce	Phil Sorensen, sd Leah Merrill, wd	Wld. UP Col.
MURRAY							
KMUR 1948	1230 250	Oral J. Wilkinson 4646 S. State 1360	.... Biddick, Continental	Oral J. Wilkenson, o Howard W. Pingree, m & cm	Mitzi Patterson, pd, asst. m & wd Fred Weibell, ce	Ted Rogers, nd & sd	L-W UP G
OGDEN							
KLO 1925	1430 5,000 DA-1	Interstate Bcstg. Corp. Ben Lomond Hotel 5721	MBS, Intermountain Avery-Knodel	(Mrs.) Edris A. Glasmann, p George C. Hatch, gm Collin W. Lowder, sm	W. Kimball Ward, cm Douglas R. Stringfellow, pd	Robert Beadles, ce Augie Navarro, sd Paula McCune, wd	Wld. UP ....
KOPP 1947	730 1,000-D	KOPP Inc. W. 12th St. 3-3124	KBS	G. Stanley Brewer, p King Harmon, gm & sd Larry Steppe, pd	Wayne A. Moss, ce Walter A. Phillips, pmm	Warren Angwin, fd Verlene Steppe, wd	L-W ....
KVOG 1948	1490 250	United Bcstg. Co. P. O. Box 325 27535	Rocky Mt. Webb. Biddick	Arch G. Webb, p David Affleck, gm Bill Thiek, cm	Joy Rae Crawson, pd & wd J. M. Condrey, ce	Sam Stephens, pmm Dean Thueson, pdm Jay Livingood, nd & sd	Cap. AP WE
PRICE							
KOAL 1936	1230 250	Eastern Utah Bcstg. Co 200	MBS, Intermountain Avery-Knodel	Jack Richards, p, gm & cm	Carl P. Wolfrom, pd & pmm	Leo E. Reid, ce	.... UP ....
PROVO							
KCSU 1937	1400 250	Central Utah Bcstg. Co. 12th S. University Ave. 2802 & 2803	ABC, Rocky Mtn. Webb, Hollingbery	Frank A. Van Wagenen, co-o, p & cm Harold E. Van Wagenen, co-o, gm, pd & pmm	Dallin H. Oaks, ce, fd & sd Russell Mendenhall, nd	Arlena Atwood, wd	.... UP ....
KEYY 1949	1450 250	Mid-Utah Bcstg. Co. 307 S. 17th West 4060	....	Spencer D. Grow, p George R. Turpin, vp & gm S. Garn Carter g, cm James Sauls, pd	Edwin Ellis, pmm Francis Boyer, ce	Roger Brown, sd Phyllis Mendenhall, wd	Thes. ....
KOVO 1939	960 1,000 DA-N CP: 5,000 D 1,000-N DA-N	KOVO Bcstg. Co. 108 W. Center St. 1680	MBS, Intermountain Avery-Knodel	Clifton A. Tolboe, p Arch L. Madsen, gm L. H. Curtis, cm	James H. Lawrence, pd Lovell A. Killpack, Jr., ce	William H. Barth, Jr., pmm	Wld. UP RCA
RICHFIELD							
KSEN (CP)	900 1,000-D	Scenic Bcstg. Co.		Lester R. Taylor, p			
KSVC 1948	690 1,000-D	Sevier Valley Bcstg. Co. 690 Tower Lane 620	Intermountain Avery-Knodel	Homer Bandley, p Frank Peacock, gm Art Tucker, cm	Hal Edwards, pd Ralph Ross, ce Bill King, pmm	R. Harvey Dastrup, fd Sylvia Stewart, wd	Wld. UP ....

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SALT LAKE CITY							
KALL 1945	910 1,000 DA-1	Salt Lake City Bcstg. Co. 146 S. Main St. 43561	MBS, Intermountain Avery-Knodel	George C. Hatch, p Thomas H. Anderson, gm & cm Kay W. Richins, pd	W. D'Orr Cozzens, ce Mel Standage, pmm Lynn L. Meyer, ntl. slm	Jim Peterson, nd Stan Farnsworth, fd Mal Wyman, sd Gordon Owen, wd	AP
KDYL 1922	1320 5,000 DA-1	Intermountain Bcstg. & TV Corp. 143 S. Main 52991	NBC Blair	S. S. Fox, p & gm Easton C. Woolley, evp Holly Moyer, cm	Mildred Baker, pd John M. Baldwin, ce	Del Leeson, pmm	Assoc., Thes. UP RCA
KDYL-FM *1947*	*Chan. 254 (B)* *98.7mc* *0.9kw*						
KDYL-TV 1948		Intermountain Bcstg. & Television Corp. 143 S. Main St.		(For full information see TELECASTING Yearbook)			
KNAK 1945	1280 1,000-LS 500-N DA-N	Granite District Radio Bcstg. Co. 1042 S. 6th West 4-3685		Howard D. Johnson, p			
KSL 1922	1160 50,000	Radio Service Corp. of Utah 10 S. Main St. 54641	CBS CBS Radio Spot Sales	J. Reuben Clark, Jr., p Ivor Sharp, evp Eugene M. Halliday, m Frank B. McLatchy, gen. slm	Paul S. Dixon, ntl. slm Alfred I. Biorge, local slm Melvin B. Wright, merch. d Joseph A. Kjar, pd Curtis C. Neilson, ce	A. Wayne Baker, pmm Rulon L. Bradley, nd Elvon W. Orme, fd ElDean Bennett, sd Margaret Masters, wd	Wld. AP & UP WE
KSL-FM *1946*	*262(B)* *100.3mc* *5.9kw*						*Col.*
KSL-TV 1949		Radio Service Corp. of Utah 145 Motor Ave. 5-4641		(For full information see TELECASTING Yearbook)			
KUTA 1938	570 5,000 DA-1	Utah Bcstg. & TV Co. 29 S. State 32737	ABC, Rocky Mtn. Hollingbery	Frank C. Carman, p & gm Ray Fadel, sm & pd S. John Schile, cm	C. Wendell Bell, ce Allan Thomas, pmm Hal Zogg, nd	Ray Breim, fd Ted Elders, sd Virginia Barlow, wd	St UP G
KUTV(FM) *(CP)*	*Chan. 246* *97.1mc* *23.5kw*	*(KUTA, AM Affiliate)*					
VERNAL							
KJAM 1947	1340 250	Uintah Bcstg. Co. 120 E. Main 494	KBS	James C. Wallentine, p L. E. Walker, gm Grant E. Parry, cm & pmm	Buck Fulmore, pd Wallace D. Raker, ce & sd	Sam Price, nd & fd Lee Walker, wd	UP

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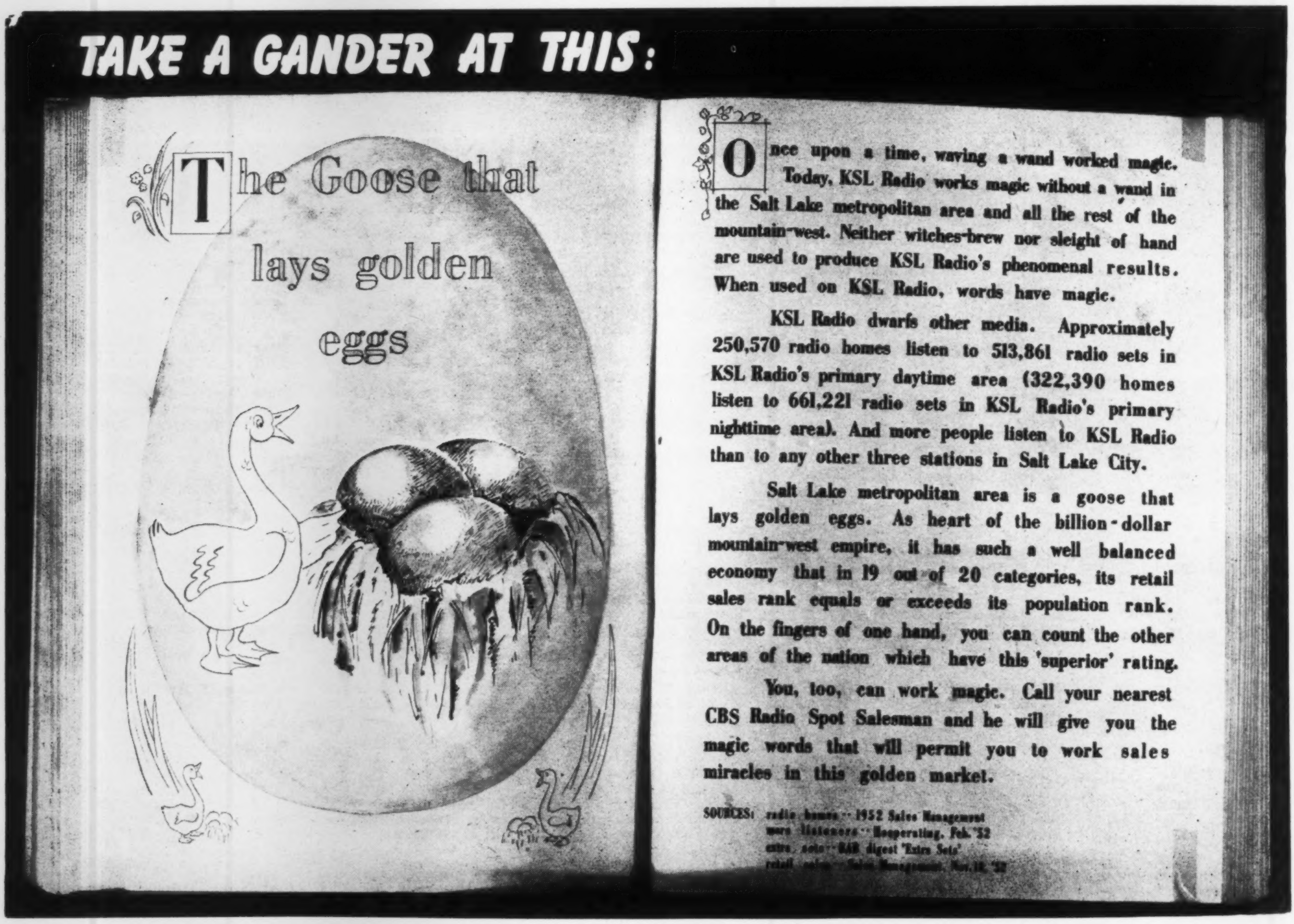

TAKE A GANDER AT THIS:

The Goose that lays golden eggs

Once upon a time, waving a wand worked magic. Today, KSL Radio works magic without a wand in the Salt Lake metropolitan area and all the rest of the mountain-west. Neither witches-brew nor sleight of hand are used to produce KSL Radio's phenomenal results. When used on KSL Radio, words have magic.

KSL Radio dwarfs other media. Approximately 250,570 radio homes listen to 513,861 radio sets in KSL Radio's primary daytime area (322,390 homes listen to 661,221 radio sets in KSL Radio's primary nighttime area). And more people listen to KSL Radio than to any other three stations in Salt Lake City.

Salt Lake metropolitan area is a goose that lays golden eggs. As heart of the billion-dollar mountain-west empire, it has such a well balanced economy that in 19 out of 20 categories, its retail sales rank equals or exceeds its population rank. On the fingers of one hand, you can count the other areas of the nation which have this 'superior' rating.

You, too, can work magic. Call your nearest CBS Radio Spot Salesman and he will give you the magic words that will permit you to work sales miracles in this golden market.

SOURCES: radio homes -- 1952 Sales Management
more listeners -- Hooperating, Feb. '52
extra sets -- BAB digest 'Extra Sets'
retail sales -- Sales Management, Nov. 10, '52

VERMONT

BENNINGTON

WBTN (CP)	1370 500-D	Catamount Broadcasters Inc. P.O. Box 428		J. Gordon Keyworth, o Benjamin A. Hubley, sm			.... UP ....

BRATTLEBORO

WTSA 1949	1450 250	Granite State Bcstg. Co. P. O. Box 819 1700	ABC	Theodore Feinstein, p Phillips G. Terhune, gm & pmm Harold Shaw, pd	Edward Somes, ce & fd Loren C. Smith, nd & sd	Clara Antonetti, wd	.... Col.

BURLINGTON

WCAX 1931	620 5,000 DA-2	WCAX Bcstg. Corp. 135 Main St. 3-3437	CBS Weed	C. P. Hasbrook, p & gm T. B. Braine, cm John D. Swan, sm & pmm	Charles Flynn, pd James W. Tierney, ce Theodore Chandler, nd	Louis Rocke, fd Tony Adams, sd Carol King, wd	Wld. UP G
WJOY 1946	1230 250	Vermont Bcstg. Corp. 633 Main St. 4-5774	ABC Rambeau	David W. Howe, p A. E. Spokes, m Richard H. Burt, pd	John C. Quill, ce Joel Chandler, nd Howard Lancour, fd	Frank Balch, sd Wynne Casey, wd	Thes. AP RCA

MONTPELIER

WSKI 1947	1240 250	Montpelier-Barre Bcstg. Co. Union Mutual Bldg. 1740	ABC Grant, Borgatti	Charles W. Grinnell, p, gm & nd Robert J. Bannon, pd & fd	Gerald Marcott, ce Eliot Page, sd	Olga S. Wackerman, wd	.... AP Col.

NEWPORT

WIKE 1952	1490 250	Memphremagog Bcstg. Co. 832 & 833	North Country Stations McGillvra, Kettel-Carter	E. Dean Finney, p & gm Donald A. Thurston, m, pd & ce	Donald J. Barry, nd & sd Morgan M. Brown, fd	Marjorie E. Nichols, wd	Wld. UP G

RUTLAND

WHWB 1949	1000 1,000-D	Central Vermont Bcstg. Corp. 24½ Center St. 3200	Kettell-Carter	Charles I. Bates, o (Mrs.) Vena M. Bates, p, gm, cm & pmm	Martin J. Delliveneri, vp Shirley Neilson, pd & wd Kenneth Pockett, ce	Thomas Kibbe, nd & fd Don Batting, sd	Cap. AP Ray.
WSYB 1930	1380 1,000 DA-N	Philip Weiss Music Co. 35 Washington St. 1247					

ST. ALBANS

WWSR 1941	1420 1,000-D	Vermont Radio Corp. 75 No. Main St. 1390	Walker	Lloyd E. Squier, p & gm Richard W. Hill, cm Raymond Turner, pd & pmm	Theodore Boisvert, ce C. Stuart Perry, nd Robert Leavitt, sd	Cecile Fahl, wd & traffic m	Wld UP C

ST. JOHNSBURY

WTWN 1949	1340 250	Twin State Bcstrs. Concord Ave. 2344	North Country Stations McGillvra, Kettel-Carter	E. Dean Finney, p, o & gm Guy O. Austin, pd & fd	Gerald D. Johnson, ce George Peterson, nd & sd	Marjorie Dow, wd	Wld., Thes. UP Ray.

WATERBURY

WDEV 1932	550 1,000 DA-2	Lloyd E. Squier 8 Stowe St. 400	MBS, Yankee Walker	Lloyd E. Squier, p & gm Craig S. Parker, pd Warren C. Chase, ce	Thomas L. Dodd, nd Harold M. Grout, fd	Ted Powers, sd Mary Zoller, wd	.... UP G

VIRGINIA

ALEXANDRIA

WPIK 1945	730 1,000-D	Potomac Bcstg. Corp. Virginia Theater Bldg. Overlook 3-3000	Metropolitan	Carl L. Lindberg, p & gm	Phil Long, pd		.... AP G

ARLINGTON

WARL 1946	780 1,000-D	Northern Va. Bcstrs., Inc. 5232 Lee Highway Jackson 7-7800	National Time Sales	Lou Poller, p Cy Blumenthal, gm Bill Jefferays, cm	Ray Armand, pd Stephen J. Hart, ce Don Tucker, pmm	George Crump, nd Connie B. Gay, fd Sam Brown, sd	.... UP G
WARL-FM	*Ch. 286 (B)* *105.1mc* *2.9kw*						
WEAM 1947	1390 5,000 DA-1	WEAM Inc. Radio Bldg. 2030 N. 16th St. Jackson 7-7100	Cooke	Harold H. Thoms, p Howard Stanley, gm, cm & pmm	John Cooley, pd Clifford Inman, ce John Mills, nd	Don Owens, fd Nat Allbright, sd LaVe Condrey, wd	.... AP Col.

BEDFORD

WBLT 1950	1490 250	Bedford Bcstg. Corp. P. O. Box 406 8245	MBS Indie Sales	A. P. Marsh Jr., p, gm & ce R. A. Owen, vp, treas. & pmm	J. E. Synan, vp, secy & bus. m	R. A. Scott Jr., pd	Thes. AP G

BIG STONE GAP

.... (CP)	1220 1000-D	Gap Bcstg. Co.		W. H. Wren Sr., co-o W. H. Wren Jr., co-o Jean Wren, co-o			

BLACKSTONE

WKLV 1947	1490 250	Blackstone Bcstg. Corp. P. O. Box 192 478	MBS, KBS	Harris L. Umstead, cm, p & gm Dennie Perkinson, pd	Elton Short, ce Noel B. Draper, pmm & wd	Johnnie O'Neil, sd Frank Elliott, nd	L-W AP G

VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
BRISTOL							
WCYB 1946	690 10,000-D	Appalachian Bcstg. Hotel General Shelby North 3560	Gill-Keefe & Perna	Robt. H. Smith, p & gm J. Fey Rogers, vp & slm James D. Thomas, pd	Russell V. Robinson, ce Walter Crockett, nd	Jerry Donavan, fd Francis R. Russell, sd Alice F. Friberg, wd	Wld., Assoc. Cole AP, UP Ray.
WFHG 1947	980 1,000 DA-N	Bristol Bcstg. Co. Valley Dr. 3620	MBS Walker, Dora-Clayton	W. L. Nininger, gm Jack Martin, cm & sd	O. L. Gee, pd & nd John Hughlett Jr., ce	Verlin Mays, fd	Thes. UP C
CHARLOTTESVILLE							
WCHV 1933	1240 250	Barham & Barham Rosehill Dr. 2-5121	ABC Walker	Charles Barham Jr., p Bob Walker, gm & cm Bud Sketchley, pd	Walter Gray, ce Charlie Smith, pmm Norman Kelsey, nd & fd	Chris Cramer, sd (Mrs.) Nancy Knight, wd	AP Ray.
WINA 1949	1280 1,000-D	Charlottesville Bcstg. 4th & Main Sts. N. E. 2-6177	MBS, KBS Devney	T. M. Carruthers, p, gm, cm & pmm Charles W. Freeman, pd	Lawrence Kennedy, ce Edward Desmond, nd	Don LeFebre, sd	St. UP Ray.
CLIFTON FORGE							
WCFV 1950	1230 250	Clifton Forge Bcstg. Co. Fairview Heights 2147	MBS	W. G. Mathews Jr., p Sidney H. Tear, gm, pmm & nd	John Echols, cm Keith James, pd & sd	Grover Fulk, ce Ed Slank, fd	St. AP WE
COVINGTON							
WKEY 1941	1340 250	Earl M. Key 204½ Main St. 8351	ABC Devney	Earl M. Key, p & gm Kenneth Bryant, cm & pmm	Johnie Davis, pd & nd Clinton L. Lewis, ce	Carroll Harrison, sd Jo Span, wd	Thes. UP WE
CREWE							
WSVS 1947	800 1,000-D	Southern Va. Bcstg. Corp. 117 Carter St. 5000		C. S. Willis, p John E. Sadler, gm Freeman H. Stewart, asst. m	W. Brown Hofler, cm Frank Watkins, pd & fd C. E. Wilson, ce	Don Greene, sd & nd	Wld. AP Ray.
WSVS-FM *1949*	*Ch. 284 (B)* *104.7mc 14kw*						
CULPEPER							
WCVA 1949	1490 250	Culpeper Bcstg. Corp. Hendricks Ave. 8338	MBS, KBS Indie Sales	Ira C. Hopkins, p John T. Rogers, cm & gm	Woody Powell, asst. m, pd, nd & fd Jack Simmons, sd & ce	Jean Deans, wd	St. UP G
DANVILLE							
WBTM 1930	1330 5,000-D 1,000-N DA-N	Piedmont Bcstg. Corp. Hotel Danville Bldg. 2350	ABC Hollingbery	L. N. Dibrell Jr., p Edward G. Gardner, vp & gm E. M. Hurd, cm	Milton N. Adams, pd & pmm Lyle C. Motley, ce William Sandefur, nd & prod. d.	Charlie Slate, fd Ray Childers, sd Loraine Williams, wd	Wld. AP RCA
WBTM-FM *1947*	*Chan. 250 (B)* *97.9mc* *32kw*						
WBTM-TV (CP)		Piedmont Bcstg. Corp. Hotel Danville Bldg. 2350		(For full information see TELECASTING Yearbook)			
WDVA 1947	1250 5,000-D 1,000-N DA-N	Virginia-Carolina Bcstg. Corp. American Natl. Bank Bldg. 5300	MBS Burn-Smith, Dora-Clayton	John Pruitt, p Emerson J. Pryor, vp & gm Stover J. Morris Jr., cm & pmm	Dick Campbell, pd Howard Clendenen, ce Charles Craig, nd	Frank Raymond, fd Earl Stogner, sd Milli Willeford, wd	Assoc. UP Col.
EMPORIA							
WEVA 1952	1400 250	Stone Bcstg. Co. Washington St. & Delaware Ave. 2133		Maxey E. Stone, p & gm Harris L. Umstead, cm	Elton A. Short Jr., ce John O'Neil, sd	Julia Starkey, wd	Thes. AP G
WEVA-FM *1952*	*Ch. 261(A)* *100.1mc* *0.79kw*	*Stone Bcstg. Corp.* *P. O. Box 588* *2133*					
FALLS CHURCH							
WFAX 1948	1220 500-D	Lamar A. Newcomb P. O. Box L Jefferson 2-0900	KBS Metropolitan	Lamar A. Newcomb, p, gm & cm Genevieve Main, pd Richard Fanning, ce	Warren Orr, pmm & nd Lee Barbash, sd	Dorine Barbash, wd	UP G.

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BRISTOL VA.-TENN.

10,000 watts WCYB 690 kilocycles

POWER Gets Results

Gill-Keefe & Perna, National Representatives

. . . a nationally known flour manufacturer
"You fellows have done an excellent job advertising our product and it is for that good reason we again renewed our contract."

. . . a prominent ice cream manufacturer
"I want you to know that we at the agency and our client . . . are very appreciative of the cooperation you and your organization have given us."

. . . a large biscuit company
"We want you to know that sales in your area are coming along nicely and we feel sure your organization has helped a great deal in making this possible."

. . . a large baby chick sales company
"We wish to thank you for the splendid job you have done in selling our baby chicks."

(names of advertisers and products on request)

FARMVILLE							
WFLO 1947	870 1,000-D	Colonial Bcstg. Co. 118 W. Third St. 870	MBS Clark	Mrs. Carla B. Keys, p Charles R. Maillet, gm Raymond Ryan, cm	John Calhoun, pd & sd Charles K. Chrismon, ce John Wilson, nd	Bill Reid, fd Mary Cheatham, wd	Cap., Thes. UP Ray.
FREDERICKSBURG							
WFVA 1939	1230 250	Fredericksburg Bcstg. Corp. P. O. Box 269 1261	ABC, KBS	Richard F. Lewis Jr., evp Walter F. Harris Jr., m	John Burrets, ce	Charles Jolliffe, pd	.... WE
FRONT ROYAL							
WFTR 1948	1450 250	Sky-Park Bcstg. Corp. P. O. Box 192 750	MBS	Edward H. Stokes, p Kenneth Gordon, gm, cm & sd Tom Gibson, pd & nd	Claude F. Jones, ce Harry Hutton, Jr., pmm & fd	Drayton H. Gordon, wd	.... UP WE
GALAX							
WBOB 1947	1400 250	Carroll-Grayson Bcstg. Corp. Poplar Knob Rd. 2921	MBS, KBS Indie Sales	Robert V. Morris, p Joe P. Crockett, gm Brice J. Parks, cm	Muriel N. Bell, pd & wd Edward W. Boyer, ce & asst. m Jewell Cullop, pmm	Herman Reavis, nd Dick Perry,fd & sd	.... AP Ray.
HAMPTON							
WVEC 1948	1490 250	Peninsula Bcstg. Corp. P. O. Box 481 6332	Rambeau	Thomas P. Chisman, p Harrol A. Brauer, Jr., vp & gm J. W. W. Chisman, secy.-treas.	Bob Drill, pd L. W. Kliewer, asst. m & sd James E. Swafford, ce	Lewis T. Jester, nd	Assoc. AP Ray.
HARRISONBURG							
WSVA 1935	550 1,000 DA-N	Shenandoah Valley Bcstg. Corp. Rawley Pike 550	NBC Devney	Frederick L. Allman, p Robert B. Harrington, cm & pmm Richard H. Johnson, pd	Warren L. Braun, ce Harold A. Wright, bus. m Charles McGinley, nd & sd	Homer Quann, fd Virginia C. Lindamood, wd	Wld. UP RCA
WSVA-FM *1946*	*Ch. 264 (B)* *100.7mc* *7.16kw*						
HOPEWELL							
WHAP 1949	1340 250	Hopewell Bcstg. Co. P. O. Box 621 801	Cooke	Augustus Robbins Jr., p Charles M. Mark, gm & fd Nancy Johnson, cm & pmm	Larry Kay, pd & ce Raymond Frazier, nd Steve Wulchin, sd	Tiny Warner, wd	Thes. UP G
LEXINGTON							
WREL 1948	1450 250	Rockbridge Bcstg. Corp. 1st Nat'l Bank Bldg. 6000	NBC Cooke	Marshall L. Wilmer, p Milton B. Henson, gm & cm Andrew P. Petersen, pd, nd & sd	James I. Bray, ce	Jane P. Snider, pmm & wd	Thes. AP GE
LYNCHBURG							
WLVA 1930	590 1,000 DA-2	Lynchburg Bcstg. Corp. 925 Church St. 2-1242	ABC Hollingbery	Edward A. Allen, p Phillip P. Allen, vp & gm John P. Read, secy.-treas.	Joseph F. Wright Jr., cm Warren Uttal, pd, pmm & nd John T. Orth, ce	Eric Lund, fd Wayne Tyler, sd	L-W AP RCA
WLVA-FM *1946*	*Ch. 248 (B)* *97.5mc* *3.7kw*						
WLVA-TV (CP)		Lynchburg Bcstg. Corp 925 Church St. 2-1242	(For full information see TELECASTING Yearbook)				
WWOD 1947	1390 1,000 DA-1 CP: 5,000-D 1,000-N-DA-N	Old Dominion Bcstg. Corp. Boonsboro Rd., Rt. 4 2-3441	MBS Walker	D. H. Dillard, p William T. Howard Jr., gm Richard E. Gooch, cm	Graydon V. Olive Jr., pd Forest J. Pinkerton, ce Jean Gannaway, pmm, wd & traffic m	Charles Gourlie, nd	Wld., Thes. AP., UP Ray.
WWOD-FM *1948*	*Ch. 261* *100.1mc* *0.94kw*						
WWOD-TV (CP)		Old Dominion Bcstg. Corp. Boonsboro Rd., Rt. 4 2-3441	(For full information see TELECASTING Yearbook)				
MARION							
WMEV 1948	1010 1,000-D	Mountain Empire Bcstg. Corp. Park Blvd. 3-9001	ABC, KBS Cooke	Robert C. Wolfenden, evp, gm, cm, fd & pmm Mrs. Robert C. Wolfenden, pd & wd	Edward Surface, ce	Tom Browne, nd & sd	Wld. AP WE
MARTINSVILLE							
WMVA 1941	1450 250	Martinsville Bcstg. Co. Chatham Heights 2152	NBC, KBS	S. S. Walker, p John W.Shultz, gm Charles F. Adams, cm & pmm	Barbara Zimmerman, pd & wd B. Edward Boyer, ce Maynard Dillaber, nd	Paul E. Zimmerman, sd	.... AP ....
WMVA-FM *1950*	*Ch. 242 (B)* *96.3mc* *2.7kw*						
NARROWS							
WNRV (CP)	990 1,000-D	Giles Bcstg. Co. 2365		H. J. Romanus, o			
NEWPORT NEWS							
WGH 1928	1310 5,000 DA-1	Hampton Roads Bcstg. Corp. 500 Portlock Bldg. Norfolk 2-7031	ABC Free & Peters	Raymond B. Bottom, p Edward E. Bishop, vp & gm Wm. R. Van Buren Sr., secy.-treas.	Edward E. Edgar, cm Robert J. McBride Jr., pd Chas. A. Runyon, ce William A. Rhyne, pmm	Edward Travis, nd William J. Diehl, sd Mildred Alexander, wd	Assoc. AP RCA
WGH-FM *1947*	*Ch. 243 (B)* *96.5mc* *38kw*						
WHYU 1947	1270 1,000-D	Eastern Bcstg. Corp. 114 24th St. 3-1631		John Doley, p Frederic F. Clair, sm	Etoyse Patterson, cm Tom Bradshaw, pd Percy Magoun, ce	Trudy Hockaday, office m	Cap. UP G
NORFOLK							
WCAV 1947	850 1,000 DA-2	Cavalier Bcstg. Co. Helena Bldg. Plume & Granby Sts. 2-3266	Indie Sales	William M. Manrov, gm & ce	Jack Lynn, pd	Eric Paige, sd	Cap. UP WE
WLOW (Portsmouth) 1947	1400 250	Commonwealth Bcstg. Corp. 21st & Manteo 4-5678	Forjoe	E. L. Scott, p Robert Wasdon, vp W. M. Carpenter, gm	Robert Drepperd, pd Jack Siegel, secy.-treas. & ce Lee Lively, pmm & nd	Ralph Wasdon, fd William Davis, sd Chichi Lively, wd	.... UP Col.
WNOR 1949	1230 250	Norfolk Bcstg. Corp. 1019 Boissevain Ave. 2-7071	Walker	Louis H. Peterson, p Earl R. Harper, gm & cm John A. Black, pd	Howard O. Sheets, ce Thomas Matthews, pmm	Joshua Barry, sd	L-W AP G
WRAP 1952	1050 500-D	Rollins Bcstg. Inc. 300 Portlock Bldg. 4-8307	Pearson	John W. Rollins, p O. Wayne Rollins, vp	Glen A. Harmon, gm	William L. Herndon, pd	.... AP ....
WRVC-FM *1948*	*Ch. 273 (B)* *102.5mc* *8.7kw*	*Larus & Bros.* *2712 Colley Ave.* *4-1100* *(WRVA, Richmond, AM Affiliate)*	CBS Radio Sales	*John B. Tansey, pd*	*S. T. Terry Jr., ce*		

VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
NORFOLK—(Continued)							
WTAR 1923	790 5,000 DA-N	WTAR Radio Corp. 720 Boush St. 5-6711	NBC Petry	Campbell Arnoux, p & gm Robert Lambe, slm William Johnson, pd	Richard L. Lindell, ce Fred N. Lowe, pmm Gilbert McLeod, nd	Blair Eubanks, sd Alice B. White, wd	St. AP RCA
WTAR-FM *1947*	*Ch. 247 (B)* *97.3mc* *50kw*						
WTAR-TV 1950		WTAR Radio Corp. 720 Boush St. 5-6711		(For full information see TELECASTING Yearbook)			
NORTON							
WNVA 1946	1450 250	Blan-Fox Progress Bldg. 700	MBS, KBS	R. B. Helms, p J. T. Helms, gm & pmm	Wally Douglas, cm & pd Gene Tommerdahl, ce	Jack Darnell, nd Warren Jarvis, fd	Wld. AP. Tem.
ORANGE							
WJMA 1949	1340 250	James Madison Bcstg. Corp. Route 15 7263	MBS	Welford A. Sherman Jr., p Alfred W. Walthall, gm, cm & fd	Jim Simmons, pd, pmm, nd & sd Walter F.Wilkerson, ce	Ann Butler, wd	SES. UP G
PETERSBURG							
WSSV 1945	1240 250	Southside Virginia Bcstg. Corp. 112 W. Tabb St. 3881	MBS	Louis H. Peterson, p Ray L. Moss, m Patrick W. Larkin, cm	N. W. Andrews, pd William C. King Jr., ce Fred Herman, fd	Edward Vaughn, nd Lyle C. Bradley, pdm Wynn Alby, sd	Cap. AP
PORTSMOUTH							
WSAP 1943	1350 5,000 DA-2	Portsmouth Bcstg. Corp. 205 Professional Bldg. 7-3488		(See Norfolk, Va., listing)			
PULASKI							
WPUV 1946	1230 250	Southwest Bcstg. Corp. P. O. Box 351 3-3931	NBC Sears & Ayer	Mason C. Deaver Jr., p & gm Mrs. Mason C. Deaver Jr., vp Larry Schoenfeld, cm	John A. Columbus, ce Bob Kent, nd Dale Gallimore, fd	Bill Flint, sd Carl Shufflebrager, bus. m	Wld AP Col.
RADFORD							
WRAD 1950	1340 250	Rollins Bcstg. Inc. P. O. Box 1007 2461 & 2462	KBS	John W. Rollins, p O. Wayne Rollins, vp	Wendell H. Siler, gm & cm A. L. Mills, pd & nd	Fitzgerald McDaniel, ce Leslie Esgate, wd	Thes. AP GE
RICHLANDS							
WRIC 1951	1050 1,000-D	Clinch Valley Bcstg. Corp. Richlands, Va. 450	KBS	Max M. Blakemore, gm, ce & fd Joe J. Webb, cm, pmm & sd	Lindy Seaman, pd & nd	Alverta Largen, wd	Thes., SES. AP G
RICHMOND							
WANT 1951	990 1,000-D	The United Bcstg. Co. 513 E. Main St. 3-8368		Richard Eaton, o & p Richard Scheele, g & cm William A. Gibbon, fd	Silas H. Bell, ce Tom Mitchel, sd	Wilbure Lewis, nd Michael Novello, pd	G
*WBBL 1924	1480 5,000 DA-2 SH	Grace Covenant Presbyterian Church 1627 Monument Ave.					
WLEE 1945	1480 5,000 DA-2	Lee Bcstg. Corp. Broad-Grace Arcade 3-6741	MBS Forjoe	Thomas G. Tinsley Jr., p Irvin G. Abeloff, gm & cm	George McGuigan, ce Lud Stebling, nd	Joe Mason, sd Mrs. Betsy Slon, wd	L-W AP WE
WLEE-FM *1948*	*Ch. 275 (B)* *102.9mc* *21.5kw*						
WMBG 1926	1380 5,000 DA-N	Havens & Martin, Inc. 3301 W. Broad St. 5-8611	NBC Bolling	Wilbur M. Havens, p & gm Walter A. Bowry Jr., cm Jack D. Lewis, pd, nd & fd	James W. Kyle, ce Robert Montgomery, pmm Jack Tucker, sd	Fan Cox, wd	UP RCA
WCOD(FM) 1946	*Ch. 251 (B)* *98.1mc* *34kw*	*(WMBG, AM Affiliate)*					
WRNL 1937	910 5,000 DA-N	Richmond Newspapers Inc. 111 N. 4th St. 3-3436	ABC Petry	D. Tennant Bryan, p E. S. Whitlock, m Joseph H. Sierer, slm	Don Martin, pd E. V. Wolstenholme Jr., ce Morris Kenig, pmm	Ira Hull, fd Howard Hamrick, sd Polly Daffron, wd	St., Thes. AP WE
WRNL-FM *1949*	*Ch. 271 (B)* *102.1mc* *50kw*						

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WANT RESULTS

Use WANT *A UBC Station*

RICHMOND'S LEADING INDEPENDENT, 1,000 Watts 990 KC

Average Daily Mail Count: 800 letters

65 new leads for TV sales for one advertiser in 10 days.

1000 pairs of nylons sold for a leading Richmond Department store with FIVE spots on WANT

More new advertisers in 1952 than other Richmond station.

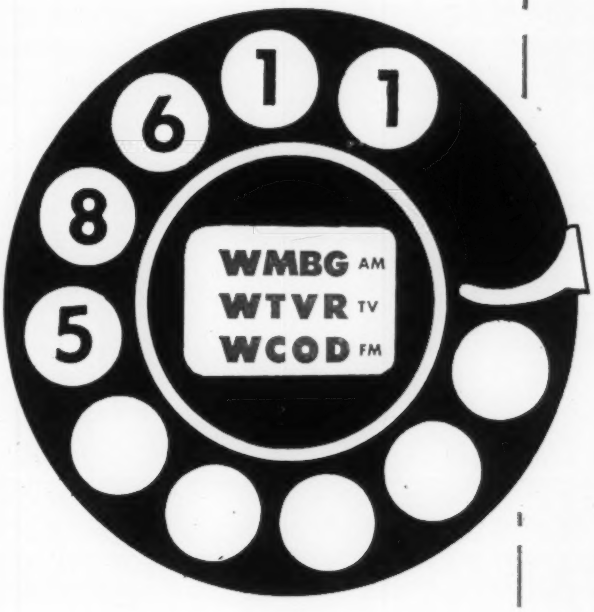
WANT WANT!

Ask: HFC, BC Remedy, Stanback, Royal Crown, Gunther's, Old Georgetown, Richbrau, Pertussin, Rem, Pinex, Sulfur 8, Manishewitz, Scotts Emulsion.

WANT MORE CALL WANT COLLECT 38368 Richmond, Va.

XUM

CALLING
ALL
CUSTOMERS
IN RICHMOND?



Of course, a three-quarter billion dollar market has lots of customers worth calling. WMBG, WTVR and WCOD talk to most of them daily . . . are closer to them than their telephones. First stations of Virginia, in radio and television both, the pioneer Havens and Martin stations deliver a loyal, time-tested audience in this expanding area of consistently strong buying power. Dial 5-8611 and we will gladly provide details.

Havens & Martin Stations are the *only* complete broadcasting institution in Richmond.

WMBG AM
WTVR TV
WCOD FM

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by the Bolling Company

XUM

VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
RICHMOND	**(Continued)**						
WRVA 1925	1140 50,000 DA-1	Larus & Brother Co. Hotel Richmond 3-6633	CBS CBS Spot Sales	W. T. Reed Jr., p C. T. Lucy, gm D. C. Woods, ce	John L. Stone Jr., pmm James D. Clark Jr., slm Barron Howard, bus. m	George Passage, nd & sd	L-W, Wld. UP WE
WTVR(TV) 1948		Havens & Martin Inc. 3301 W. Broad St. 5-8611		(For full information see TELECASTING Yearbook)			
WXGI 1947	950 1,000-D	Radio Virginia, Inc. 100 W. Franklin St. 8-4684	Indie Sales	D. H. Robertson, p David Wilburn, gm & cm Dee Deering, pd & wd	Clark Leaghty, ce Jack Todd, pmm	Joe Schwartz, sd	AP WE
ROANOKE							
WDBJ 1924	960 5,000 DA-N	Times-World Corp. 124 W. Kirk Ave. 8131	CBS Free & Peters	J. P. Fishburn, p Ray P. Jordan, gm John W. Harkrader, cm	Paul E. Reynolds, pd J. Edward Newman, ce Benton B. Boggs, publ. d	John W. Eure, nd D. F. Murray, sd Charles A. Ballou, asst. pd	Wld. AP, UP RCA
WDBJ-FM *1948*	*Ch. 235 (B)* *94.9mc* *41kw*						
WRIS (CP)	1410 5,000-D	Cy N. Bahakel 3 W. Franklin Rd.		Cy N. Bahakel, gm Frank Tirico, asst.m	Dwight Larick, pd & nd John Strong, ce		
WROV 1946	1240 250	Radio Roanoke, Inc. P. O. Box 1110 3-4444	ABC, MBS Burn-Smith	Leo F. Henebry, p Frank E. Koehler, gm & cm	Gordon R. Phillips, pd & pmm	James W. Robertson, ce	L-W UP WE
WROV-FM *1948*	*Ch. 279 (B)* *103.7mc* *2.3kw*						
WROV-TV 1953		Radio Roanoke, Inc. 600 Mountain Trust Bldg. 3-4444		(For full information see TELECASTING Yearbook)			
WSLS 1940	610 1,000 DA-2	Roanoke Bcstg. Corp. Shenandoah Bldg. 9227	NBC Avery-Knodel	Paul C. Buford, p James H. Moore, evp Horace Fitzpatrick, cm	George W. Chernault Jr., pd J. P. Briggs, ce	Glenwood Howell, fd	L-W, Thes., Assoc. AP RCA
WSLS-FM *1947*	*Ch. 256 (B)* *99.1mc* *4.7kw*						
WSLS-TV 1952		Roanoke Bcstg. Corp. Shenandoah Bldg. 9227		(For full information see TELECASTING Yearbook)			
SOUTH BOSTON							
WHLF 1947	1400 250	Halifax Bcstg. Co. Webster St. 2-9988	ABC, KBS	John L. Cole Jr., p, gm & cm Ella L. Poindexter, pd, pmm & wd	Arthur A. Moran, ce	Roy Marsh, sd	Wld. AP G
SOUTH HILL							
WJWS (CP)	1370 1,000-D	Mecklenburg Bcstg. Corp.					
STAUNTON							
WTON 1946	1400 250	Charles P. Blackley Morrison Bldg. 5-5555	ABC	Charles P. Blackley, p & gm Charles E. Seebeck, cm & pmm	Fulton A. King, pd	Rex C. Houser, ce	Assoc., Thes. AP WE
SUFFOLK							
WLPM 1940	1450 250	Suffolk Bcstg. Corp. Radio Bldg.-Richmond Highway 2394	ABC Sears & Ayer	Fred L. Hart, p & gm L. Earl Hundley, cm & sd	Veryl W. Rupp, ce Lee Williams, pmm	L. E. Pettyjohn, fd Helen Buffkin, wd	Thes. AP Col.
WARSAW							
WNNT 1949	690 250-D	Northern Neck & Tidewater Bcstg. Co. Warsaw, Va. 690	KBS	Grayson Headley, p & gm Mrs. Charles N. Deshazo, asst. m & wd	Ed Springer, pd & nd (Mrs.) Georgia Ferlazzo, adm. asst.	James L. Bitner, ce	UP G
WAYNESBORO							
WAYB 1947	1490 250	Waynesboro Bcstg. Corp. 526 W. Main St. P. O. Box 938 6066	MBS Cooke	Judson T. Phillips, p N. Wilbur Kidd, gm	Richard A. Rhodes, pd Donald D. Curtis, ce	Albert C. Schmick, sd Helen M. Huffman, wd	L-W AP

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WROV LEADS IN RETAIL ADVERTISING IN **ROANOKE**

Because. . .

LOWEST RATES!

260-TIME RATE

SPOTS	STA. "A"	WROV	STA. "B"
20-sec. Class A	9.75	4.65	7.50
20-sec. Class B	6.75	3.04	5.06
20-sec. Class C	5.75	2.86	3.75
1-min. Class A	12.00	5.72	9.00
1-min. Class B	8.75	3.76	6.37
1-min. Class C	6.75	3.58	4.50

A B C RADIO NETWORK

Because. . .

HIGHEST RATINGS!

HOOPER, DEC. 1951-FEB. 1952

TIME	STA."A"	WROV	STA."B"
Mon. thru Fri. 8 a.m.-12 noon	57.6	26.7	15.5
Mon. thru Fri. 12 noon-6 p.m.	69.3	20.3	10.4
Mon. thru Fri. 6 p.m.-8 p.m.	71.3	11.8	16.2
Sun. thru Sat. 8 p.m.-10 p.m.	63.5	14.7	18.5

M B S RADIO NETWORK

Because. . .

CONSISTENT RESULTS!

Local business has increased each year for the past five years. 1952 is at an all-time high. (Still rates are the same as in 1946).

WROV-Roanoke, Va.

FOR AVAILABILITIES CALL
BURN-SMITH COMPANY, INC., or
FRANK KOEHLER, GEN. MGR., WROV, ROANOKE

WILLIAMSBURG							
WILE (CP)	740 500-D	Williamsburg Radio Co. 3805 Dover Rd. Richmond, Va.					
WINCHESTER							
WINC 1941	1400 250	Richard Field Lewis Jr. Drawer 605 4855	ABC,KBS	Richard F. Lewis Jr. o, gm & cm John C. Morgan, pd	Philip B. Whitney, ce James Holder, pmm		Assoc. UP WE
WRFL (FM) 1946	*Ch. 223 (B)* *92.5mc* *14kw*	*(WINC, AM affiliate)*					
WOODSTOCK							
WSTK (CP)	1230 250	Frank Fletcher 407 Munsey Bldg. Washington, D. C.		Frank Fletcher, o			
WYTHEVILLE							
WYVE 1949	1280 1,000-D	Wythe County Bcstg. Co. P. O. Box 534 840 & 841	MBS, KBS Devney	A. M. Gates, M. D., p. Arthur M. Gates Jr., gm Joseph Smith, office m	Jack Fleming, ce	Frances Poe, traffic m	UP L-W, Cap. G

WASHINGTON

ABERDEEN							
KBKW 1948	1450 250	KBKW Inc. 701 E. Heron 1015	ABC Forjoe	Archie Taft Jr., p Don G. Bennett, gm Ralph Peyton, cm	Mary Loomis, pd Robert Fay, ce Clyde Olson, pmm	Charles Hoonan, nd R. E. Fay, fd Bob Hoonan, sd Verona Keaton, wd	Assoc., Wld. AP Col.
KXRO 1927	1320 1,000 DA-N	KXRO Inc. 207½ E. Market St. 4098	MBS, KBS, Don Lee Grant	Harry R. Spence, p Fred G. Goddard, gm & cm Stanley Craft, pd & sd	Philip S. True, ce John B. Waitkus, pmm William P. Koski, nd	George Wyrich, fd Harriet Forbes, wd	UP Ray.
BELLINGHAM							
KPUG 1948	1170 1,000 DA-1	KPUG, Inc. P. O. Box 655 6200	MBS, KBS Cooke	Jessica L. Longston, p C. V. Zaser, evp Robert E. Pollock, gm	James L. Hamstreet, cm Donald R. Pinney, ce John R. DiMeo, nd	Ken Jackson, fd Norris E. Adams, sd Jeanne G. Smith, wd	L-W UP WE
KVOS 1927	790 1,000 DA-1	KVOS Inc. 1321 Commercial Ave. 790	ABC Meeker	Rogan Jones, p Jack Clarke, gm & cm Dave Mintz, pd & pmm	Ernest Harper, ce Bert Jackson, nd Hal Reeves, fd	Haines Fay, so Elaine Wise, wd	Wld, Mac UP WE
BREMERTON							
KBRO 1947	1490 250	Bremerton Bcstg. Co. Station A., Box 1803 73995		Bruce Bartley, p Loren B. Stone, gm Gil Jacobsen, cm	Bob Gleason, pd Al Stewart, ce Jack Rogers, nd	Bud Bond, fd Linc Perry, sd	St. AP WE
KGIB 1950	1540 1,000-D	Kitsap G. I. Bcstrs. Inc. 124 N. Callow St. 7-3757					
CENTRALIA-CHEHALIS							
KELA 1937	1470 1,000	Central Bcstg. Corp. P. O. Box 720 Centralia 6-3321	MBS, KBS, Don Lee Clarke, Western Radio, O'Connell Keating	J. Elroy McCaw, p Joe Chytil, gm & cm Mabel A. Gwinn, secy.-treas.	Del Spencer, pd Lloyd Hannah, ce Don Berry, pmm	Robert Cleland, nd, fd & sd Jean Ann Semling, wd	Wld. UP RCA
COLFAX							
KCLX 1950	1450 250	Whitman County Bcstrs. P. O. Box 710 780	KBS Biddick	E. Pournelle, gm	Ruth Pournelle, pd		SES. AP RCA
ELLENSBURG							
KXLE 1946	1240 250	Central Washington Bcstg. Co. P. O. Box 600 21488	McGillvra, Moore	Goodwin Chase Jr., p Joe Kendall, gm & pd	Darrell Burns, cm, ce & fd	Ron Forsell, nd & sd	UP RCA
EPHRATA							
KULE 1950	730 250-D	Columbia Bcstg. Co. P. O. Box 548 43730		Kirby Billingsley, co-o Robert E. Billingsley, co-o	Wilfred R. Woods, co-o Bob Moore, gm		RCA
EVERETT							
KRKO 1920	1380 1,000 DA-N	The Everett Bcstg. Co. Everett Cedar 1144	MBS, Don Lee McGillvra	William R. Taft, p & gm Warren Johnson, slm Dave Foley, ce	Shirley Bartholomew, nd	Lloyd Rodstrom, sd	GE
GRAND COULEE							
KFDR 1950	1400 250	Columbia River Bcstrs. P. O. Box 395 140	KBS Moore	J. W. England, p & gm	Robert Anderson, pd	Ray Groff, ce	UP
KELSO							
KELS 1949	1490 250	Northwest Public Service Inc. P. O. Box 90 4900		Roscoe Day Jr., p Claire O. Banks, gm Paul H. Shoaf, cm	Lowell Gibson, pd & fd Fred Fowler, ce	Warren Kemper, sd	UP Ray.
KENNEWICK							
KWIE 1949	610 1,000 DA-N	KWIE Inc. 11 S. Cascade St. 6961	CBS Meeker	Harold A. Clark, p & gm	C. J. McCredie, cm & ce	Marvin E. Johnston, pd	Assoc. AP Col.
KIRKLAND							
KRKL 1948	1050 250-D	Eastside Bcstg. Co. P. O. Box 338 22-1201	Continental	L. N. Ostrander, ptnr. W. A. Chamness, ptnr.	George A. Wilson, gm R. H. Waldron, ce	Marguerite Warburton, wd	Cap. Ray.
LONGVIEW							
KWLK 1938	1400 250	Twin City Bcstg. Corp. Natl. Bank of Commerce Bldg. 1500	MBS, Don Lee, KBS Grant	C. O. Chatterton, p Bob L. Moran, gm & fd John F. Carlson, cm	Ellen P. Hammond, pd Ralph I. Brown, ce Will Carlson, nd	Gilbert Holbrook, sd Frantzel Corman, wd	Wld. UP RCA
MOSES LAKE							
KSEM 1947	1450 250	KSEM Inc. P. O. Box 276 234	KBS Cooke, Moore	Jessica L. Longston, p Robert Pollock, gm Hanford Choate, cm & fd	Margaret Lordan, pd & nd Roland Kissler, ce Alan Miller, sm & sd	Dorothy Yale, wd	Wld. UP WE
MOUNT VERNON							
KBRC 1946	1430 500 DA-N	Beckley Radio Co. P. O. Box 240 8955	Moore	Leo H. Beckley, p, gm & pmm Ken Corey, cm Tom Haveman, pd & sd	Walter Bjerke, ce Dick Dale, nd Frank Synder, fd	Margaret Poynter, wd	Wld. UP WE
OLYMPIA							
KGY 1922	1240 250	Tom Olsen Rockaway-Leland Bldg. 6636	MBS Moore	Tom Olsen, p & gm Elmer Holmberg, cm Don Jones, pd, pmm & fd	C. A. Roarf, ce William Fox, nd William Brenner, sd	Donna Murdock, wd	Wld., SES. UP WE

WASHINGTON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
OMAK							
KOMW 1947	680 1,000-D	KOMW Inc. P. O. Box 151 00		R. L. McNett, p Dean C. Nichols, gm Grover D. Allen, cm	Mary Jane Armstrong, pd Leonard H. Fleisher, ce Richard Hoover, nd	Burt A. Cast, sd Anne L. Petersen, wd	L-W AP WE
PASCO							
KPKW 1945	1340 250	Western Radio Corp. Chase & "A" Sts. 3337	ABC Keating	V. B. Kenworthy, p W. J. Hunt, gm Dick White, cm	Walter Mott, pd & ce James Fitzgerald, pmm	Harry Massinggale, fd	Cap. UP
PORT ANGELES							
KONP 1945	1450 250	Radio Pacific Inc. 313 W. First St. 4200	KBS Keating	C. N. Webster, p Keith E. Patterson, m & nd James Frits, cm	Frederick Fields, ce	Jean Earl, wd	Wld. UP WE
PULLMAN							
KBKH 1950	1150 1,000-D	Bayton & Hicks P. O. Box 356 15251		J. Ronald Bayton, gm & pd John R. Puckett, cm	Mrs. B. J. Bayton, ce, pmm & wd	Don Heinen, sd	L-W UP G
*KWSC 1922	1250 5,000 ST-KTW	State College of Washington Arts Hall 9021		C. Clement French (State College), p Allen Miller, gm Burt Harrison, pd & nd	Robert E. Baird, ce R. C. Norris, pdm Al Bond, fd	Cal Watson, sd	Assoc., St. & Wld. AP, UP GE
PUYALLUP							
KPUY 1951	1450 250	C. E. Wilson & P. D. Jackson P. O. Box 271 57711		C. E. Wilson, co-o, gm, cm, pmm & nd P. D. Jackson, co-o Beverly Heckel, pd	Art Elliott, ce Pete Hanson, fd & sd	Bonnie Mae Wilson, wd	Assoc. UP G
RAYMOND							
KAPA 1950	1340 250	Pacific Bcstg. Corp. P. O. Box 288 1010	Evergreen Clark, Keating, Western Radio Sales O'Connell	Joe Chytil, p Hugh MacPherson, gm & cm Fred Hepner, pd, nd & sd	Bob McNamara, ce Dwight Smart, pmm James Ward, fd	Vera Smart, wd	AP RCA
RENTON							
KLAN	1230 250	Interlake Bcstg. Co. N. 7th & Park Ave. Mohawk 2351		Harold E. Ridalls, p & gm Bill Simpson, cm & pmm	George Edgar, pd, nd & sd	Frank Charles Cook, ce	Wld. UP RCA
RICHLAND							
KALE 1950	960 1,000 DA-N	KALE Inc. P. O. Box 367 43180	O'Connell, Clark	R. S. McCaw, p Laurence G. Dix, gm Ralph Nachtmann, cm	Bob Concie, pd Joe Muench, ce Bob Parnell, nd	Bob McDaniels, fd Jerry Colkitt, sd June Edgar, wd	UP GE
KALE-FM *1950*	*Chan. 280 (A)* *103.9mc* *1kw*						Ray
SEATTLE							
KING 1927	1090 50,000 DA-1	King Bcstg. Co. 2111 Smith Tower Mutual 1090	Blair	Mrs. A. Scott Bullitt, p Henry B. Owen, evp Otto P. Brandt, gm	Robt. E. Priebe, asst. gm John Eichhorn, cm Harold Moan, pd Bill O'Mara, sd	Melvin A. Anderson, pmm James Middlebrooks, engng. d Harry Jordan, nd	UP GE
KING-FM *1947*	*Chan. 251 (B)* *98.1mc* *15kw*						
KING-TV 1948		King Bcstg. Co. 2111 Smith Tower Mutual 1090	(For full information see TELECASTING Yearbook)				
KIRO 1929	710 50,000 DA-N	Queen City Bcstg. Co. 1530 Queen Anne Ave. Alder 9800	CBS Free & Peters	Saul Haas, p & gm W. F. Tucker, vp Harold Graves, secy.-treas.	Kenneth Yeend, pd James Hatfield, ce Peter Mertens, pmm	Maury Rider, nd Pat Hays, sd Judith Lane, wd	Thes. UP
KIRO-FM	*Chan. 264 (B)* *100.7mc* *4.5kw*						
KISW (FM) *1950*	*Chan. 260 (B)* *99.9mc* *2.1kw*	*Ellwood W. Lippincott* *9201 Roosevelt Way* *Plaza 6255*		*Ellwood W. Lippincott, p, gm & ce*	*Sidney A. Abrams, cm*	*Erick Koker, pd*	*Ray.*
KJR 1922	950 5,000 DA-N	Mount Rainier Radio & TV Bcstg. Corp. Skinner Bldg. Elliott 5890	ABC Avery-Knodel	C. Howard Lane, p J. Archie Morton, gm & vp Paul E. Moore, cm	Homer Pope, pd Donald M. Anderson, ce Arthur Gerber Jr., asst. gm Ann Sterling, wd	Maitland L. Jordan, slm L. S. Bookwalter, d of engrg. Bill Moshier, fd	Wld. UP RCA

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KIRO the friendly station KIRO

listened to more often—in more places—by more people
than any other Pacific Northwest radio station

CBS — 710 kc
50,000 watts

KIRO Represented nationally by KIRO
FREE & PETERS, Inc.

KOL 1922	1300 5,000 DA-1	Seattle Bcstg. Co. 1100 W. Florida St. Main 2312	Bolling	Archie Taft Sr., p Archie Taft Jr., gm & cm R. W. Harris, pd, pmm & nd	Perry C. Lind, ce	Rod Belcher, sd	Wld. UP RCA
KOMO 1926	1000 50,000 DA-N	Fisher's Blend Station Inc. 100 Fourth Ave. N. Seneca 6000	NBC Petry	O. W. Fisher, p W. W. Warren, gm Ray Baker, cm	F. J. Patterson, prog. m Bill Hubbach, slm F. J. Brott, d of engrg.	Katherine Wise, wd George Dean, pub. rel. d. Clarence Dirks, fd	L-W, Assoc UP RCA
KOMO-FM *1948*	*Chan. 225 (B)* *98.9mc* *14.4kw*						
KRSC 1928	1150 1,000	J. Elroy McCaw 2939 4th Ave. S. Elliot 2480	Clark, O'Connell, Western Radio Sales	J. Elroy McCaw, p Harold Ridalls, gm Wm. L. Simpson, cm	Theo. Bell, pd, nd & sd	Les Cabe, ce	L-W AP RCA
KTW 1920	1250 1,000 ST-KWSC	First Presbyterian Church 7th Ave. & Spring St. Mutual 1250		James S. Ross, gm & ce	Don Bevilacqua, cm	A. G. Atworth Jr., pd, pmm & nd	
KVI 1928	570 5,000	Puget Sound Bcstg. Co. Camlin Hotel 1619 9th Ave. Seneca 4848	MBS Hollingbery	Vernice Irwin, p & gm Laura M. Doernbecher, o Earl T. Irwin, cm	Harry Long, pd & nd	D. M. McDonough, ce	AP WE
KXA 1926	770 1,000-D L-WJZ	KXA Inc. 320 2nd Ave. W. Alder 8600	Rambeau	Wesley I. Dumm, p Hugh A. Smith, gm Rodney G. McArdle, cm	John H. Dubuque, ce	Robert J. Ackerley, nd	AP

SPOKANE

KGA 1926	1510 50,000 DA-N	Gonzaga University Radio Central Bldg. Madison 5383	ABC Petry	Francis E. Corkery, S.J., p Harvey Wixson, gm Earl Trumble, cm	Hub Warner, pd & pmm Bernard B. Boardman, ce John Fahey, nd	Edna Storms, wd	UP RCA
KHQ 1922	590 5,000	KHQ Inc. Radio Central Bldg. Madison 5131	NBC Katz	Richard O. Dunning, p, gm & cm Charles E. Lohnes, opr, m John Walker, ce	Milton O. Fritsch, treas. William C. Rhodes, cm Richard H. Gordon, pd	Evalyn Vaughn, wd Talbott Tripp, nd Glenn Lorang, fd	Wld. AP Col.
KHQ-TV 1952		KHQ, Inc. Radio Central Bldg. Madison 5131	(For full information see TELECASTING Yearbook)				
KNEW 1947	790 5,000 DA-2	Inland Empire Bcstg. Co. Sprague & Wall Riverside 8035	Weed	Burl C. Hagadone, p & gm C. E. Rodell, sm & cm Paul Crain, pd & pmm	Vincent Hoffart, ce Marie A. McLaughlin, office m Robert Briley, nd	Kenneth Hutcheson, fd James McAdam, sd Lucille Petretee, wd	Wld. AP
KREM 1947	970 1,000 DA-N	Louis Wasmer Radio Central Bldg. Madison 3333	Bolling	Louis Wasmer, o Robert H. Temple, m	E. A. Moseley, pd	W. A. Patterson, ce	Assoc. AP RCA
KSPO 1922	1340 250 CP 1340	D. Gene Williams and Delbert Bertholf Realty Bldg. Riverside 8033	Clarke O'Connell	D. Gene Williams, co-o, gm, cm Delbert Bertholf (Del Cody), co-o, pd, fd	Edward Antosyn, ce Robert Plummer, nd	William Campbell, sd Irmgard Buerger, wd	UP
KXLY 1922	920 5,000	Symons Bcstg. Co. 315 W. Sprague	CBS, Pacific Northwest Walker	E. B. Craney, p Clay Osborne, m Bryan Woolston, cm	Aderin DeVries, pd, slm Geo. Langford, ce Jim Manning, pmm	Ernie Jorgenson, fd Martin Koschman, sd Bill Scott, wd	Mac., St. AP, UP
KXLY-TV 1952		KXLY-TV 315 W. Sprague	(For full information see TELECASTING Yearbook)				

SUNNYSIDE

KREW 1950	1230 250	Cole E. Wylie Sunnyside, Wash.	Forjoe	Cole E. Wylie, p & gm	Nat Harris, cm		AP RCA

TACOMA

KMO 1922	1360 5,000	KMO Inc. 914½ Broadway P. O. Box 1651 Market 4144	Branham	Carl E. Haymond, p Jerry Geehan, vp & gm R. T. McKenzie, cm & pmm	Dick Weeks, pd & wd John Boor, ce Paul E. Benton, secy-treas.	Dan Seymour, nd Morrell Delano, fd Bob Robertson, sd	St., Thes. UP G
KMO-TV (CP)		KMO Inc. 914½ Broadway Market 4144	(For full information see TELECASTING Yearbook)				
KTAC 1942	850 1,000 DA-N	Tacoma Bcstrs. Inc. P. O. Box 1522 Broadway 2241	Evergreen McGillvra, Moore	H. J. Quilliam, p Ted R. Knightlinger, gm & pd Don Hopkins, cm	Dick Velo, ce Jim Faber, co-nd Murray Morgan, co-nd	Clay Huntington, sd Lovee Mills, wd	Wld. UP WE
KTNT 1952	1400 250	Tribune Publishing Co. 1701 S. 11th St. Market 7181	Weed	Lan Higgins, m Larry Carino, cm	Robert G. Boardway, pd & wd Max H. Bice, ce Burke Ormsby, asst. pd, nd & sd	Reed Dawson, fd	Assoc., L-W AP Col.
KTNT-FM *1948*	*Chan. 247 (B)* *97.3mc* *10kw*						
KTNT-TV (CP)		Tribune Publishing Co. 1701 S. 11th St. Market 7181	(For full information see TELECASTING Yearbook)				

VANCOUVER

KVAN 1939	910 1,000 DA-1	Vancouver Corp. 707½ Main St. 34717 & 34718	Evergreen Keating, O'Connell	Sheldon F. Sackett, p Fred F. Chitty, gm Walter Rossman, cm & pmm	George W. Conner, pd & nd Edgar R. Means, ce Fern R. Hayes, office m	Clarence Hecox, fd Doug LeMear, sd Fern Hayes, wd	UP, AP Ray.

WALLA WALLA

KTEL 1946	1490 250	Walla Walla Bcstg. Co. Book Nook Bldg. 4103	ABC Keating, Grant	Jack Keating, p, gm & nd Don Harris, cm Wayne E. Murphy, pd, pmm & sd	Bevin Roth, ce	Mrs. L. H. Bussard, fd & wd	Wld. AP WE
KUJ 1928	1420 5,000 DA-N	KUJ Inc. 55 E. Main St. 1230	MBS, Don Lee Weed, Moore	H. E. Studebaker, p & gm Donald A. Wike, cm	Martin Tobin, pd, nd & sd	M. L. MacLafferty, ce	Thes., Assoc. UP RCA

WENATCHEE

KPQ 1930	560 5,000 DA-N	Westcoast Bcstg. Co. 2nd & Columbia 2757	ABC Meeker	Rogan Jones, p James W. Wallace, vp & gm Pat O'Halloran, slm & pmm	Emerson Elder, pd George M. Frese, ce Dorothy Lee, traffic m & wd	Joe Jaeger, nd Tom Templeton, fd Bill Denton, sd	Wld., Assoc UP WE
KWNW 1948	**1340** **250**	**Wenatchee Bcstrs.** **1119 N. Wenatchee Ave.** **2468**					

YAKIMA

KIMA 1944	**1460** **1,000-D** **500-N**	**Cascade Bcstg. Co. Inc.** **Chinook Hotel** **6197**	CBS Columbia Pacific Weed	A. W. Talbot, p R. Lee Black, gm Thomas C. Bostic, d of sta. opers. & sd	T. R. Murrow, cm Virginia Schaeffer, pmm M. Dow Lambert, ce	John Knievel, n & fd Beverly Brown, wd	Assoc. AP WE
KIMA-TV (CP)		**Cascade Bcstg. Co.** **Terrace Heights Rd.**	(For full information see TELECASTING Yearbook)				
KIT 1929	1280 5,000-D 1,000-N	**KIT Inc.** **414½ E. Yakima Ave.** **8115**	ABC, NBC Branham, Keating	Carl E. Haymond, p **James A. Murphy, vp & gm** Jack H. Goetz, cm & pmm	Jas. W. Nolan, Jr. pd H. B. Murphy, ce Peder N. Wick, nd & fd	Ray Litzinger, sd Catherine May, wd	Cap. UP G
KIT-TV (CP)		**KIT Inc.** **914½ Broadway** **P. O. Box 1651**	(For full information see TELECASTING Yearbook)				
KYAK 1947	**1400** **250**	**Yakima Bcstg. Corp.** **P. O. Box 172** **27143**	MBS, Don Lee **Clark, O'Connell Western Radio Sales**	Robert McCaw, p W. W. Boone, gm Irvin N. Prell, cm & pmm	Gerald Webb, pd & nd Donald Gardner, ce Dick Passage, fd	Leroy Desilet, sd Helen Ruth Hoffman, wd	Wld. UP RCA

WEST VIRGINIA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
BECKLEY							
WJLS 1939	560 1,000-D 500-N DA-N	Joe L. Smith Jr., Inc. WJLS Bldg. 7311	CBS Weed	Joe L. Smith Jr., p Virginia N. Cooper, gm	Willard S. Jackson, cm & pd William R. Barrett, pmm, nd, fd & sd	Al J. Ginkel, ce Hildred Mahoney, wd	.... UP WE
WJLS-FM *1946*	*Chan. 258 (B)* *99.5mc* *34kw*						.... Fed.
WWNR 1946	620 1,000-D 500-N DA-N	Rahall Bcstg. Co. 1565 Harper Rd. 9309	MBS Walker	N. Joe Rahall, p Richard H. Booth, gm	Bill Phieffer, pd Margaret Preiser, pmm & wd	Gene Moorehouse, sd	.... AP WE
BLUEFIELD							
WHIS 1928	1440 5,000 DA-N	Daily Telegraph Printing Co. 623 Commerce St. 7114	NBC Katz	P. T. Flanagan, gm, cm & ce Bill Hostetter, pd, pmm & nd	Charles Erhard, sd	Evelyn H. Ringler, wd	Wld., Cole AP Fed.
WKOY 1948	1240 250	WKOY, Inc. West Virginian Hotel 7405	MBS Devney, Holman	J. Lindsey Alley, p, o, gm & nd J. Robert Alston, cm Emma Sue Phelps, pd & wd	Jeanne Foster, traffic d Roy Hill Yost, ce	Dick Torquato, sd	Assoc. UP Col.
CHARLESTON							
WCAW 1947	1400 250	Capitol Bcstg. Corp. P. O. Box 2791 3-7503	McGillvra	Garland F. Wilkinson, p Selma D. Pierson, gm James H. Tomblin, cm	Al Walker, pd & pmm W. D. Stone, ce Dave Bailey, nd	Jack Zeillmann, sd Norma Kenworthy, wd	L-W, St. UP Col.
WCHS 1927	580 5,000 DA-N	The Tierney Co. 1111 Virginia St., E. 28-131	CBS Branham	Lewis C. Tierney, p John T. Gelder Jr., vp & gm John L. Sinclair, Jr., cm	Morton S. Cohn, pd Frank Annand, prod. m William Dixon, ce Frank E. Shaffer, pmm	Ross Edwards, nd Frank Welling, fd Jane Ruoss, wd Ernie Saunders, sd	AP, UP G
WGKV 1939	1490 250	Kanawha Valley Bcstg. Co. P. O. Box 953 Capitol 3-7541	NBC Meeker	R. M. Venable, p Col. B. W. Venable, vp & gm Charles H. High, cm	C. P. Vogel Jr., pd Joe Farris, pmm & sd Harry Bowen, ce	Bill Richards, nd Buddy Wilson, fd Judy Edworthy, wd	Assoc. AP Col.
WGKV-FM *1949*	*Chan. 253(B)* *98.5mc* *5.1kw*						.... *REL.*
WKNA 1946	950 5,000-LS 1,000-N DA-2	Joe L. Smith Jr., Inc. 804½ Kanawha Blvd. 39-971	Personality Weed	Joe L. Smith, p George J. Gray, gm & cm Don O. Hays	Ted McKay, pmm A. J. Ginkel, ce Gil Brooks, nd	Ed Miller, fd & sd Jo Lockwood, wd	.... UP ....
WKNA-FM *1949*	*Chan. 248(B)* *97.5mc* *9kw*						
WTIP 1946	1240 250	Chemical City Bcstg. Co. Capitol at Fife Sts. Capitol 23-136	MBS Forjoe	Gus Zaharis, p Berton Sonis, gm Mel S. Burka, cm	Joseph J. Herget, pd & nd Bob Bower, pmm & sd	Paul Sullivan, ce Shirley S. Wolfe, wd	Thes. UP RCA
CLARKSBURG							
WBLK 1937	1400 250	Ohio Valley Bcstg. Corp. **444½ W. Pike St.** 4-7571	NBC Branham	Austin V. Wood, p George H. Clinton, vp **Fred Zimmerman, sm & cm**	Carl L. Loose, pd, pmm & fd Harry S. Brown, ce	Edward Healy, nd & sd Zuline Reager, wd	L-W UP Col.
WHAR 1947	1340 250	Mountain State Bcstg. Co., Inc. 1200 E. Pike St. 4-5525	ABC, MBS, **KBS** McGillvra	Glacus G. Merrill, p & gm F. T. Gregg, cm	James Harper, pd & sd Bob Toothman, nd	Beryl Snyder, ce Irene Starkey, wd	.... UP G
WPDX 1947	750 1,000-D	Clarksburg Bcstg. Corp. 339 W. Main St. 4-6425		O. L. Billingsley, p R. C. Warden, gm Joseph M. Larosa, cm & pmm	Dewitt H. Wyatt, pd, nd & fd R. D. Hough, ce	Frank Thompson, sd Eleanor Negri, wd	Wld. AP Ray.
WPDX-FM *1948*	*Chan. 236(B)* *95.1mc* *2kw*						*WE*
ELKINS							
WDNE 1948	1240 250	West Virginia Radio Corp. P. O. Box 967 1300	MBS, KBS	Mrs. H. C. Greer, p Thos. B. Greenhaw, gm & ce Albert A. Calisti, cm & nd	Don L. Bartley, pd Audred S. Leake, pmm & sd	Ed Doyle, fd Ann Steever, wd	Wld. UP G
FAIRMONT							
WMMN 1928	920 5,000 DA-N	Storer Bcstg. Co. 208 Adams St. 3100	CBS Katz	George B. Storer, p A. Garen Ferrise, mgng. d	Frank J. Lee, asst. mgng. d, pd & sd Bill Powell, pmm & nd	Joseph Strelauski, ce Fran Lauzau, fd	St. UP
WVVW 1948	1490 250	Fairmont Bcstg. Co. Radio Center, Gaston Ave. 5000	MBS	J. Patrick Beacom, p Numa Fabre Jr., gm Robert M. Drummond, cm	Phil Braken, pd & nd Ray Stanford, ce Joe McQuay, fd	Nick Fantasia, sd Elaine Hutchinson, wd	Wld. AP G
WJPB(FM) *1950*	*Chan. 222 (B)* *92.3mc* *4.8kw*	*Fairmont Bcstg. Co.* *Radio Center, Gaston Ave.* *5000*					.... *WE*

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HUNTINGTON							
WHTN 1947	800 1,000-D	Greater Huntington Radio Corp. 1112½ 4th Ave. 33453	Indie Sales	A. B. Hyman, p John S. Phillips, gm & cm Raymond Anderson, pd	Harold F. Sturm, ce Karl Broadly, nd	Ken Jones, sd Mariet Moffett, wd	Thes. UP RCA
WHTN-FM 1947	*Chan. 263(B)* *100.5mc* *53kw*						*RCA*
WPLH 1946	1450 250	Huntington Bcstg. Corp. 1105 4th Ave. 33421	MBS Walker	E. A. Marshall, p F. J. Evans, gm Curtis Clark, cm	Seeb Tweel, pd June Manning, pmm Alvin Jayne, ce	Bill Austin, nd Jim Thacker, sd Sue Edwards, wd	Cap. AP WE
WPLH-FM 1947	*Chan. 273(B)* *102.5mc* *41kw*						*WE*
WSAZ 1923	930 5,000-D 1,000-N DA-N	WSAZ Inc. 912½ Third Ave. 38401	ABC Katz	J. H. Long, p L. H. Rogers, gm C. T. Garten, sm	Bert C. Shimp, pd Charles Dinkins, pmm Carroll Kessell, ce	Nick Basso, nd Wm. Click, fd Jack Bradley, sd Mary E. Kercheval, wd	L-W AP Col.
WSAZ-TV 1949		WSAZ Inc. West Virginia Bldg.	(For full information see TELECASTING Yearbook)				
EYSER							
WKYR 1952	1270 1,000-D	Glacus G. Merrill P. O. Box 1526 Clarksburg		Glacus G. Merrill, p			
OGAN							
WLOG 1940	1230 250	Clarence H. Frey & Robt. O. Greever 445 Stratton St. 540	MBS	Clarence H. Frey, ptnr. & gm Robt. O. Greever, ptnr. & gm Odetta Vickers, cm	Lucille Gallion, pd Brooks Sweeney, pmm L. J. Frye, ce	Audie Albright, nd Mike Wynn, sd Linda Lane, wd	Wld. UP WE
WLOG-FM 1949	*Chan. 277(B)* *103.3mc* *2.7kw*						*WE*
WVOW 1952	1290 5,000-D 1,000-N DA-1	The Logan Bcstg. Corp. Consolidated Bus Terminal Bldg. 2356	KBS McGillvra	Chauncey M. Browning, p Henry V. Diefenbach, gm & cm Charles T. Snowdon, pd & sd	Robert Gaynor, pmm Barney Tilley Jr., ce	John Clarkson, nd Dorothy Thanos, wd	L-W UP
WVOW-FM 1952	*Chan. 222 (A)* *92.3mc* *20kw*						*WE*
ARTINSBURG							
WEPM 1946	1340 250	Martinsburg Bcstg. Co. Peoples Trust Co. Bldg. 5252	MBS, KBS McGillvra	C. M. Zinn, ptnr. Leslie Golliday, ptnr., gm & cm	Roy Roberson, ce Eunice J. Schneider, pd & wd	John A. Floyd, nd & sd	Wld. AP G
WEPM-FM 1948	*Chan. 232(A)* *94.3mc* *0.80kw*						
ATEWAN							
WHJC 1951	1360 1,000-D	Three States Bcstg. Co. Matewan 4771	KBS	Fred Morningstar, p Fred Staples, gm Jack Collette, pd	Keonard Dykema, ce Lowell Bush, nd	Bill Baillie, sd Helen Pickering, wd	UP G

28 Counties . . . 5000 Watts . . .

and 29 Years of Broadcasting!

MEIGS 28
Pomeroy
Syracuse
Mason
Jackson
JACKSON 17
54
Oak Hill
Point Pleasant
17
SCIOTO
GALLIA
Gallipolis
MASON 60
West Union
0.5 MV/M
Sciotoville
Portsmouth
LAWRENCE
Ironton 84
Vanceburg
River
LEWIS 13
GREENUP
Greenup 73
Grayson
CARTER 58
BOYD 92
Ashland
CABELL 93
Huntington
Hamlin
PUTNAM 54
Winfield
Elizabeth
WIRT
CALHOUN
Grantsville 11
Spencer
ROANE 10
Ripley
JACKSON 32
Clendenin
Wayne
WAYNE 85
LINCOLN 89
Madison
BOONE 28
Eskdale
Fayette
Cedargrove
Morehead
ELLIOTT 34
Sandy Hook
Louisa
LAWRENCE 74
Frenchburg
West Liberty
MORGAN 23
JOHNSON 43
Paintsville
Inez
MARTIN 47
25
MINGO
LOGAN 40
Logan
Amherstdale
Red Jacket
Williamson
Salyersville
MAGOFFIN 20
Prestonsburg
FLOYD 12
Wayland
Weeksbury
Pikeville
W
V
I
R
Y

West Virginia's first station . . . 930 on the dial . . . In Huntington . . . West Virginia's Largest City . . . Sell your products in this rich market via the powerful watts of WSAZ.

MARKET DATA

*FIGURES FROM SALES MANAGEMENT, MAY 10, 1952, "Survey of Buying Power"

DAYTIME
• 5000 WATTS

NIGHT-TIME
• 1000 WATTS

DAYTIME	BMB Coverage Area
Population	893,400
Families	288,800
Radio Homes	199,732
Effective Buying Income	$795,262,000
Retail Sales	$503,776,000
Food Sales	$127,627,000
Drug Sales	$12,368,000
Gen'l Merch.	$76,401,000
Farm Income	$51,120,000*

S. M. *1951 Figures

Represented Nationally by:
The KATZ AGENCY, Inc.

ABC NETWORK

RADIO STATION WSAZ

WEST VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
MONTGOMERY							
WMON 1946	1340 250	Fayette Associates Inc. 1028 1st Ave. 620	MBS	Arnold M. Vickers, p Andrew W. Vickers, gm, pd & pmm	J. Campbell Craver, ce John Evans, nd	Jim Franklin, sd Ann Elliott, wd	Wld. AP Col.
MORGANTOWN							
WAJR 1940	1230 250	West Virginia Radio Corp. 446 Spruce St. 9488	MBS	Agnes J. Reeves Greer, p John W. Johns, gm George J. Shean, cm & pmm	Jack Flemming, pd & sd Al Novak, ce Byron Williams, nd	Bob Conley, fd Catherine Strimbeck, wd	Wld. UP RCA
WAJR-FM *1948*	*Chan. 257(A)* *99.3mc* *1kw*						
MOUNDSVILLE							
WMOD 1950	1370 1,000-D	James D. Sinyard P. O. Box 308 1730	KBS, W. Va. Rambeau	James D. Sinyard, p & cm John T. Taylor, gm & nd George W. Wright, pd & fd	Robert Munn, pmm Jerry J. Boles, ce	Patrick J. Gaughan, sd Carolyn Yoho, wd	…… UP
NEW MARTINSVILLE							
WETZ 1953 (CP)	1330 1,000-D	Magnolia Bcstg. Co. c/o 403 Second St. 1000	W. Va.	J. Patrick Beacom, co Owen Deits, gm	Robert Drummond, cm., pmm Joseph McQuay, pd, fd	Robert Clayton, ce Larry Dietz, nd Jay McQuay, sd Connie Osborne, wd	Assoc., St. AP WE
OAK HILL							
WOAY 1947	860 5,000-D	Robert R. Thomas Jr. Oak Hill 651		Robert R. Thomas Jr., p	James Bucy, ce	Chuck Balding, fd & sd	Cap., Thes. AP Col.
WOAY-FM *1948*	*Chan. 231(B)* *94.1mc* *20kw*						…… …… *Col.*
PARKERSBURG							
WCOM 1947	1230 250	Parkersburg Bcstg. Co. 317 Ninth St. 7-4491	ABC McGillvra	Joseph M. Handlan, p Aud N. Archer, gm & cm	Jack See, pd William E. Collins, ce	H. B. Kennedy, nd Mercedes Kesterson, wd	Wld. AP WE
WPAR 1935	1450 250	Ohio Valley Bcstg. Co. 211½ Fifth St. 75475	CBS Branham	Austin V. Wood, p George H. Clinton, evp, gm & cm Sherman Grimm, pd	Lawrence V. Murphy, slm & pmm Vilah G. Brooks, ce	Marsh McCarty, sd Ruth McGeary, wd	Thes. UP Col.
WPAR-FM *1948*	*Chan. 293(B)* *106.5mc* *8.9kw*						…… …… *WH*
PINEVILLE							
WWYO 1949	970 1,000-D	Wyoming Bcstg. Co. Pineville 2711		R. D. Bailey, p Jack K. Shipman, evp & treas. Edward D. Hawley, sm & cm	Don W. Reed, pd, pmm & nd William T. Lively, secy.	William D. Stone, ce Evelyn H. Martin, wd	L-W UP Col.
PRINCETON							
WLOH 1947	1490 250	Mountain Bcstg. Co. Lilly Grove 2151	ABC, KBS	H. P. Hunnicutt, ptnr. & p Dewey Bailey, ptnr. & treas. Melvin F. Barnett, gm & nd	Jas. M. Angel, cm Al Rich, pd, pmm & sd	Earl H. Graham, ce	L-W UP WE
RONCEVERTE							
WRON 1947	1400 250	Blake Bcstg. Co. Shanklin Bldg. 300	NBC, KBS, West Va. McGillvra	William E. Blake, p, gm & cm Clyde M. Hopper, pd, nd & sd	Hugh I. Shott, III, ce Dick Braun, fd	Gladys Livesay, wd	L-W AP
WEIRTON							
WEIR 1952	1430 1,000 DA-2	Tri-State Bcstg. Co. 243 N. Fourth St. Steubenville, Ohio 2-9721	KBS Rambeau	Thomas E. Millsop, p Edward J. Hirshberg, gm Robert Banfield, sm W. H. McCroba, cm	Marshall Fatkin, pd Van Lane, pmm & sd Frank Schaefer, ce	Harry Cochran, nd Frank Taylor, fd Margaret Cattell, wd	Thes., Assoc. AP WE
WELCH							
WBRW 1940	1340 250	McDowell Service Co. 10 Riverside Drive 818	MBS, KBS	J. G. Hunt, p	Ellis Landreth, gm, cm, pmm	John J. Villani, pd, nd, sd	Thes. AP G.
WELC 1950	1150 1,000-D	Pocahontas Bcstg. Co. Premier Mountain 1150	McGillvra	Sam Sidote, p Tom Hicks, gm & nd D. C. Bradberry, secy-treas.	Van Darby, cm Jim Runyon, pd Howard R. King, ce	Jack Schammel, sd Louise Davis, wd	Cap. UP G
WESTON							
WHAW 1948	1450 250	Lewis Service Corp. Harrison Ave. 1555	MBS, KBS, West Va. Cooke	Harold McWhorter, p & gm Glenn Short, cm Don McWhorter, pd & fd	Roscoe J. Bailey, ce Bob Conley, nd	Charles Ballard, sd Jo Durham, wd	Assoc. UP G

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for mail pull . . .

from 40 West Virginia Counties

from 30 Virginia Counties

from 10 Kentucky Counties

from 8 Ohio Counties

WOAY

OAK HILL WEST VIRGINIA
5000 Watts (Day) 860 KC
FM 20,000 – 94.1 mc

for sales pull . . .

That
friendly
station
in
Oak Hill West Virginia

WOAY

ROBERT R. THOMAS JR., Pres. & Gen. Mgr.

OAK HILL, WEST VIRGINIA

WEST VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
WHEELING							
WHLL 1949	1600 5,000-D	Wheeling Bcstg. Co. P. O. Box 989 6700	Gill, Keefe, Perna	Kenneth H. Forney, p, gm & ce	Paul Miles, cm	James Smith, pd	Cap. UP G
WKWK 1941	1400 250	Community Bcstg. Inc. 16th & Market Sts. 5320	ABC Weed	John B. Reynolds, p & gm Alfred C. Ihlenfeld, asst. m Nancy H. Vieweg, pd	Paul O. Meintel, pmm Fred A. Baker, ce	Dale M. Schussler, nd Evelyn Haden, wd	UP RCA
WKWK-FM *1948*	*Chan. 247(B)* *97.3mc* *16kw*						.... *Fed.*
WWVA 1926	1170 50,000 DA-N	Storer Bcstg. Co. Hawley Bldg. 5383	CBS Blair	George B. Storer, p William E. Rine, vp & mgng. d Paul J. Miller, asst. mgng. d	Paul A. Myers, pd Howard W. Meagle, pmm Edwin L. Keim, ce	Jim Whitaker, nd & fd Jack Welch, sd Gloria Rogerson, wd	.... UP RCA
WWVA-FM *1947* *(CP)*	*Chan. 254* *98.7mc* *7.4kw*						
WILLIAMSON							
WBTH 1939	1400 250	Williamson Bcstg. Corp. 1241	MBS	Clarence Lovitch, co-o Alice Shein, co-o, g & cm	John T. Blair Jr., pd Robert W. Bullio, ce	Chuck Daugherty, sd	Thes. UP Col.

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FINGER-TIP FACTS from WWVA

TO HELP YOU SELL THE INDUSTRIAL HEART OF AMERICA

One of America's richest markets is compressed in the 100 adjoining counties of Eastern Ohio, Western Pennsylvania and West Virginia served by WWVA. It's the rich, thriving Industrial Heart of America, with opportunity unlimited for alert advertisers.

• POPULATION	5,115,800	• GENERAL MDSE. SALES	$ 528,248,000
• FAMILIES	1,408,800	• FURN., HOUSEHOLD, etc., SALES	$ 258,578,000
• RETAIL SALES	$3,944,723,000	• DRUG SALES	$ 88,594,000
• FOOD SALES	$1,057,119,000	• EFFECTIVE BUYING INCOME	$5,930,497,000

WWVA

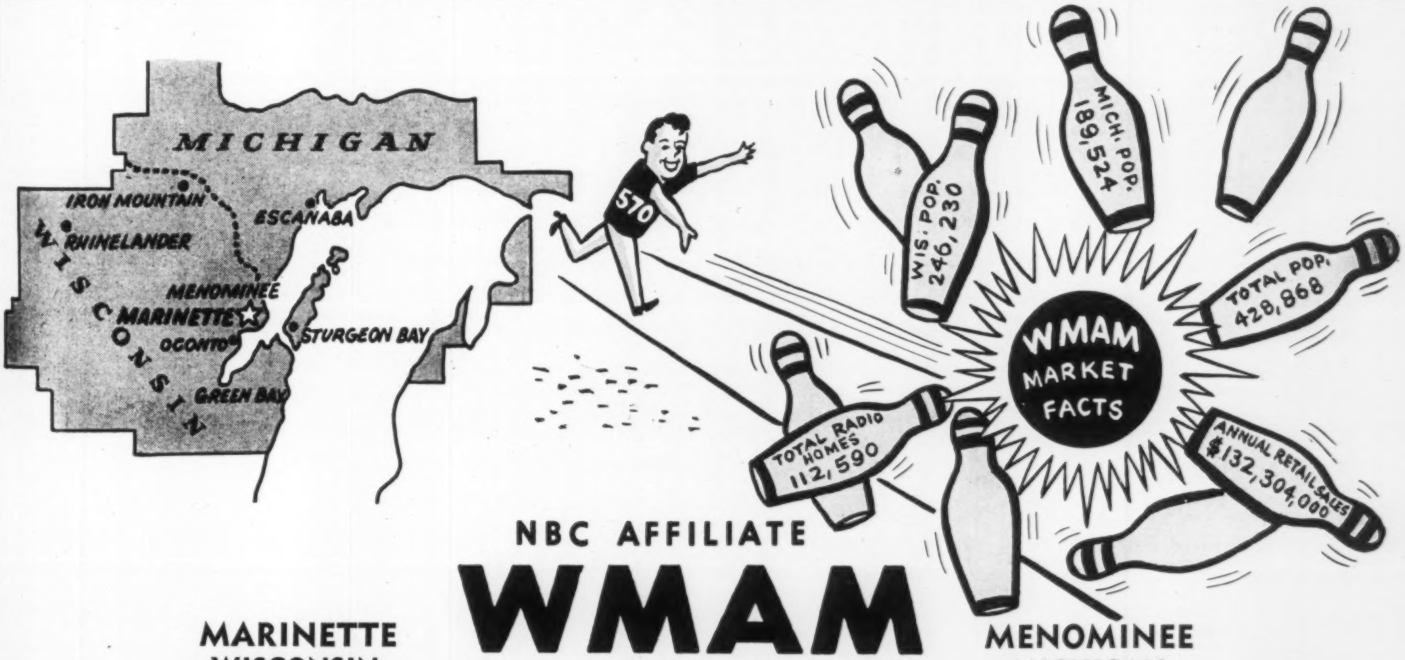
A STORER STATION
50,000 WATTS • CBS
WHEELING, WEST VIRGINIA

Nationally Represented by JOHN BLAIR & CO.

WISCONSIN

ANTIGO							
WATK 1948	900 250-D	Antigo Bcstg. Co.		Artemas F. Berner, p		Robert Fowler, ce	Thes. UP G
APPLETON							
WAPL 1952	1570 500-D	Bartell Bcstrs. Inc. Balliet Hotel		Gerald A. Bartell, p Fred Sample, gm			
WHBY 1925	1230 250	WHBY, Inc. 600 S. Lawe St. 3-6639	MBS, Upper Midwest, Wisconsin Meeker	Earl H. Huth, g, c & pmm Gregg McElrone, pd George Merkl, ce	John Flynn, nd Les Sturmer, fd	Bob Lloyd, sd Dorothy Brower, wd	Wld. AP RCA
ASHLAND							
WATW 1940	1400 250	Upper Mich.-Wis. Bcstg. Co. 321 2nd St. W 1680	MBS, Wisc. Walker	William Johnson, p Donald Hoover, gm	Todd Hogan, cm & sd Mary Jean Anno, pd & wd	Arnold Peterson, pmm & nd Otto Link, ce	Thes. G
AUBURNDALE							
•WLBL 1922	930 5,000-D	Wisc. State Radio Council Radio Hall, Madison Madison 5-2988		H. B. McCarty, gm	Wm. G. Harley, pd	Robert W. Hanson, ce	
BEAVER DAM							
WBEV 1951	1430 1,000-D	Beaver Dam Bcstg. Co. Radio Park 4444	Clark	William E. Walker, p Charles R. Dickoff, vp & gm William R. Walker, vp & cm	Joseph D. Mackin, secy.-treas. John R. Saxe, pd & nd Eugene A. Halker, pmm	Alister Alexander, ce Lloyd Nowak, sd Beverley Saxe, wd	Thes. UP WE
BELOIT							
WBEL 1948	1380 1,000-D D-DA CP 5,000	Beloit Bcstrs. Inc. 335 E. Grand Ave. College 1380		Lloyd Burlingham, p L. O. Fitzgibbons, gm Joe Moen, cm	Roland Spongberg, pmm Leo Wilson, ce	Bob Scholz, fd Christie Thomsen, wd	Thes. AP G
WGEZ 1948	1490 250	Beloit Bcstg. Co. Hilton Hotel College 6024	MBS, Wisc. Clark	Sidney H. Bliss, p John H. Rhodes, gm & nd	Gent Steinhorst, cm Bob Rathe, pd & pmm	Stanley Holmes, ce Sally Johnson, wd	Wld. AP WE
EAU CLAIRE							
WBIZ 1947	1400 250	WBIZ, Inc. 609 Cameron St. 5111	MBS, Lawson McGillvra	James Conroy, p Stan Torgerson, gm, cm & sd	Paul Albrecht, pd Lee Anderson, ce	Bob Benson, nd Pat Hartel, wd	UP RCA
WEAU 1937	790 5,000 DA-N	Central Bcstg. Co. 203 S. Barstow St. 6149	NBC, Arrowhead Hollingbery	W. C. Bridges, p H. S. Hyett, gm & cm Robert E. Nelson, pd & pmm	T. O. Jorgensen, ce Al Henry, nd Carl Johnson, fd	Morrie Gordon, sd Jean Kooreman, wd	L-W, Wld. UP
WEAU-FM *1948*	*Chan. 231 (A)* *94.1mc* *60kw*						
WRFW 1948	1050 1,000-D	Chippewa Valley Radio & TV Corp. Rudolph Rd. 2-1629	Forjoe	Thomas K. Werner, p Jack Kelly, gm, n & fd Richard K. Werner, cm	Robert Froemming, pd Lowell Riley, ce	Ralph Gooding, sd Elly Kelly, wd	Cap. AP G

THE LITTLE STATION WITH THE....... BIG WALLOP!



NBC AFFILIATE
WMAM
MARINETTE WISCONSIN
J. D. Mackin, General Manager
MENOMINEE MICHIGAN
Represented Nationally by George W. Clark*, Inc.

WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
FOND DU LAC							
KFIZ 1922	1450 250	KFIZ Bcstg. Co. 18 W. 1st St. 356	MBS, Wisc. Holman	Emery W. Martin, evp Lynn N. Fairbanks, gm	Lucille A. Fairbanks, pd Wendell W. Meyers, ce	Joe Goeser, sd	Wld. UP RCA
GREEN BAY							
WBAY 1925	1360 5,000 DA-N	Norbertine Fathers Bellin Bldg. Adams 1	CBS Weed	Rev. M. J. Beemster, mgng. d Haydn R. Evans, gm Lee Stinson, cm	Rog Mueller, pd Wally Stangel, ce Hal O'Halloran, pmm	Michael Griffin, nd Eddy Jason, fd Clair Stone, sd	AP RCA
WBAY-TV (CP)		Norbertine Fathers P. O. Box 633 Adams 1		(For full information see TELECASTING Yearbook)			
WDUZ 1947	1400 250	Green Bay Bcstg. Co. 225 N. Adams St. Howard 6300	Pearson	Ben A. Laird, p & gm Robert C. Nelson, sm	Don Arthur, pd & pmm Robert Vandersteen, slm	Robert Houle, nd Bud Witte, sd	L-W, Wld. UP G
WJPG 1947	1440 1,000-D DA-2 500-N	Green Bay Newspaper Co. P. O. Box 620 Howard 6400	MBS, Wisc. McGilivra	A. B. Turnbull, p John M. Walter, gm Glen R. Holznecht, cm	Jack Stelling, pd Elmo Reed, ce James Bartelt, nd	Bill Howard, fd Tony Flynn, sd Jackie Vainisi, wd	St., Thes. AP RCA
WJPG-FM *1947*	*Chan. 266 (B)* *101.1mc* *14.4kw*						
HARTFORD							
WTKM 1951	1540 500-D	Kettle-Moraine Bcstg. Co. RR #1 61		Walter Zastrow, p & gm Don Zastrow, sm & fd Ron Fleissner, cm	Redd Hall, pd & sd Herbert Jordan, ce	Jim Bichler, nd Donna Erdman, wd	SES UP
JANESVILLE							
WCLO 1930	1230 250	Southern Wisc. Radio 200 E. Milwaukee St. 3316	MBS, Wisc. Clark	Sidney H. Bliss, p Vern W. Williams, gm & nd	Bill Bessire, cm Ralph Schroeder, pd & pmm	Wayne Clay, ce Don Boyd, sd	Wld. AP RCA
WCLO-FM *1947*	*Chan. 260 (B)* *99.9mc* *15.5kw*						
KENOSHA							
WLIP 1947	1050 250-D	William L. Lipman 625 57th St. 6162	Everett-McKinney	William L. Lipman, o & gm Hugh L. Gately, sm Jerry Golden, pd	Steve Kelly, prog. sup. Casimir Lubinski, ce Virginia Taylor, nd	Arman Ranyin, sd Irene Buri Nelson, wd	Wld. AP Ray.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.

*FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.*

WCLO . . . . . . WGEZ

Janesville **WISCONSIN** *Beloit*

120 MILES OUTSIDE CHICAGO INFLUENCE

EXCLUSIVE TWIN CITY—NETWORK—FULLTIME OUTLETS
SERVING 360,000 PEOPLE

PROOF OF EFFECTIVENESS
Is Volume Patronage at Card Rates

254 Area advertisers on long term contracts.
68 national spot and network clients.

Radio listings and consistent newspaper advertising promotion in the Janesville Daily Gazette ABC circulation 21,700 and the Beloit Daily News ABC circulation 18,799.

Write for Market Data and Combination rates
Vern Williams *Executive Office* *Janesville, Wis.*

MUTUAL BROADCASTING SYSTEM WISCONSIN NETWORK
GEORGE W. CLARK, INC., NATIONAL REPRESENTATIVE

LA CROSSE

WKBH 1923	1410 5,000 DA-N	WKBH, Inc. Radio Bldg. 2-4678	NBC Taylor	Howard Dahl, p & gm Berneice Callaway, pd	Leonard Anderson, pdm Al Leeman, ce	Paul Ziemer, nd	Wld. AP RCA
WKTY 1947	580 1,000 DA-1	LaCrosse Bcstg. Co. 112 N. 4th 2-6042	ABC Weed	Verl Bratton, evp, gm & cm John Bondeson, pd & pmm	George W. Egli, ce Richard L. Hansen, nd	Charles Kearns, sd	Thes. UP ....
WLCX 1947	1490 250	Bermac Radio Inc. State Bank Bldg. 4-4521	MBS, Upper Midwest McGillvra, Lawson	James J. Conroy, p Milo G. Knutson, gm Roy Nicholson, cm	Rosemary Castor, pd & wd Catherene Guillaume, pmm Phil Uehling, ce	Lou Kassera, nd Clifford Lue, fd Bob Mikkalson, sd	.... UP Col.

LADYSMITH

WLDY 1948	1340 250	Flambeau Bcstg. Co. Ladysmith 584	KBS, Upper Midwest Clark, Lawson	O. J. Falge, p A. T. Shields, g & cm Joseph I. Dahlvig, pd	Jeffrey E. Evans, ce, n & sd Corrinne Kopp, pmm	Edward Sirek, fd Lillian Klake, wd	.... UP GE

MADISON

WHA 1922	970 5,000-D	University of Wisc. Radio Hall 5-2988	NAEB	H. B. McCarty, d William Harley, pd Harold A. Engel, pub. rel.	John H. Stiehl, ce Raymond J. Stanley, prod. d	Roy Vogelman, nd Maurice White, fd (Mrs.) Aline Hazard, wd	.... UP West.
WIBA 1926	1310 5,000 DA-N	Badger Bcstg. Co. 3800 Regent St. 3-5311	NBC Avery-Knodel	William T. Evjue, p Kenneth F. Schmitt, gm Howard Johnson, cm	Robert N. Dick, pd Norman Hahn, ce	Jack Newman, nd Al Gilbert, fd	Thes. AP WE
WIBA-FM 1948	*Chan. 268 (B)* *101.5mc* *45kw*						
WISC 1948	1480 1,000 DA-1	Radio Wisconsin, Inc. Commercial State Bank Bldg. 7-2588	ABC, MBS, Arrowhead Hollingbery	Morgan Murphy, p W. C. Bridges, exec. d Ralph O'Connor, gm	Richard S. Nickeson, cm Morton J. Wagner, pd Lee Wesner, pdm	W. M. Greely, ce Beverly White, pmm Clifford Conohan, nd	Wld. UP ....
WISC-FM 1948	*Chan. 251 (B)* *98.1mc* *1kw*						

WIBA *delivers the Madison market*

NBC in MADISON

WIBA dominates listening! It's true! WIBA delivers the largest share of the daily audience, mornings, afternoons, and evenings among all Madison commercial stations! (Ratings furnished on request.)

Write for SAMS Coverage Data
County-by-county—Day and night

AM **WIBA** FM

27 YEARS IN RADIO

The Badger Broadcasting Co., Radio Park, Madison 5, Wis.
NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

DAY
or
NIGHT

A RICH RADIO AUDIENCE

IN WIBA'S 20-COUNTY DAYTIME COVERAGE AREA:

Population	714,935*
Radio Homes ..	196,873*
Number of Farms	52,385**
Total Retail Sales	$651,013,000***
Food Sales	$136,919,000***
Drug Sales	$ 17,117,000***

* U. S. Census 1950
** Census of Agriculture 1950
*** U. S. Census of Business 1948

WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
MADISON (Continued)							
WKOW 1948	1070 10,000-D 5,000-N DA-2	Monona Bcstg. Co. 215 W. Washington Ave. 7-2261	CBS Headley-Reed	Stewart Watson, p Michael Henry, g & cm Paul M. Enright, asst. m	Audrey Johnson, pd V. A. Vanderheiden, ce Jack Davis, nd	Roy Gumtow, fd Pat Hernon, sd Luella Mortenson, wd	Cap. UP RCA
WMFM (FM) *1948*	*Chan. 281 (B)* *104.1mc* *7.5kw*	*Earl W. Fessler* *2047 Winnebago St.* *4-2847*	*Continental*	*Earl W. Fessler, o & gm* *Wilburt Leppien, cm*	*Audrey Powers, pd*	*Elmer Weisenseil, ce*	London UP Col.
MANITOWOC							
WOMT 1926	1240 250	Francis M. Kadow Radio Bldg. 5015	MBS, Wisc. Indie Sales	Francis M. Kadow, o & gm John Kadow, Jr., cm Geo. H. Erdman, pd & nd	W. F. Duben, ce L. J. Splitt, pmm Mordecai Morgan, fd	L. J. Mangin, sd Donna Wodak, wd	Wld. UP
WWOC 1952	980 1,000-D	Manitowoc Bcstg. Co. P. O. Box 101 7763	McGilivra	Edward Allen, Jr. ptnr. & gm	Edward W. Jacker, ptnr. & ce	Fritz Van Duyse, sd	Thes. AP RCA
MARINETTE							
WMAM 1939	570 250-D 100-N	M & M Bcstg. Co. Inc. 400 Wells St. 2-6631	NBC Clark	William E. Walker, p Joseph D. Mackin, gm Howard L. Emich, cm	Pat Kehoe, pd Alister Alexander, ce Ed Maxwell, pmm	Ruthe Meusing, n & wd John Bell, fd James Preston, nd	UP RCA
MARSHFIELD							
WDLB 1947	1450 250	Dairyland's Bcstg. Service, Inc. 1710 N. Central Ave. 1450	KBS	Lloyd L. Felker, p Robert W. Behling, gm Roger Thomsen, cm Lowell Christison, pd	Gerald J. Boos, ce Ronald Smith, pmm Chuck Lilligren, nd	Irv Kult, fd Dean Lybeck, sd Ardith Allen, wd	SES, Cap., Thes. UP Ray.
WDLB-FM *1948*	*Chan. 280 (A)* *103.9mc* *0.25kw*						
MEDFORD							
WIGM 1941	1490 250	WIGM, Inc. Medford 5147	MBS, KBS Continental	Charles H. Nelson, p & gm Paul Allman, cm Richard Johnson, pd & fd	Raymond Bohnart, ce Don Elwood, pmm	Carrol Krueger, nd Marlene Burgert, wd	SES. UP RCA
MENOMONIE							
WMNE 1951	1360 500-D	Capitol City Bcstg. Co. 603½ Broadway 1156	KBS	Wm. F. Johns, Jr., p Wendell Hansen, gm James D. Bailey, c & pmm	Douglas Weikle, pd & nd Glen Reed, ce	Howard Kuhn, fd Margaret Brandenburg, wd	L-W UP
MERRILL							
WLIN (FM) ***1947***	*Chan. 264 (B)* *100.7mc* *9.35kw*	*(WOSA, AM affiliate Wausau, Wis.)*					
MILWAUKEE							
WCAN 1948	1250 5,000 DA-2	Midwest Bcstg. Co. 723 N. Third St. Daly 8-2154	ABC Taylor	Lou Paller, p Alex Rosenman, gm	Les Sturmer, pd Herbert H. Eckstein, ce	Hal Walker, sd	UP Col.

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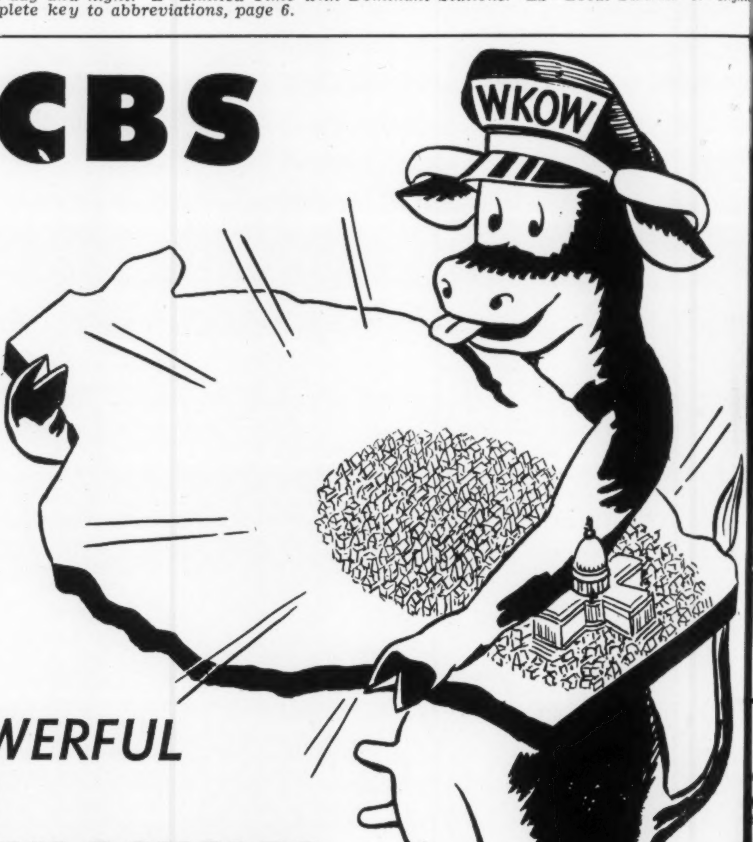

WKOW-CBS

Delivers More Homes Per Dollar In
The Rich Wisconsin "MOO-LA" MARKET

WKOW — with its 10,000 watts — is the one radio station that blankets the 665,000 radio homes in Madison and the 50 prosperous counties in central and southern Wisconsin. More and more national advertisers are learning that WKOW delivers more homes per dollar in America's richest dairyland.

WISCONSIN'S MOST POWERFUL RADIO STATION

10,000 WATTS • 1070 KILOCYCLES

Ask Your Headley-Reed Representative

MONONA BROADCASTING COMPANY • MADISON, WISCONSIN

WEMP 1935	1340 250	Milwaukee Bcstg. Co. 710 N. Plankinton Broadway 1-7722	Wisconsin Headley-Reed	Glenn D. Roberts, p Hugh Boice, Jr., gm John Gagliano, cm	Thomas Shanahan, pd Lou Riepenhoff, pub. rel. d Rolland Paske, ce	Donald O'Conner, nd Earl Gillespie, sd Mary Alice Anderson, wd	UP RCA
WEMP-FM *1948*	*Chan. 227 (B)* *93.3kc, 35kw*						
WFOX 1936	860 250-D	Wis. Bcstg. System, Inc. 203 E. Wisconsin Ave. Broadway 2-1272	Clark	Charles J. Lanphier, p, g & cm George A. DeGrace, sm John Van Osch, pd	Charles LaForce, pmm George Dodge, ce	Arthur Jones, nd Neil K. Searles, sd	AP WE
WISN 1922	1150 5,000 DA-1	Hearst Corp. 540 N. Plankinton Ave. Division 2-3000	CBS Katz	D. L. Provost, up & gm G. W. Grignon, res. m Harry D. Peck, sm Richard E. Shireman, cm	Jack T. Raymond, pd & sd Donald A. Weller, ce Gerald S. Cohen, pmm	James McGovern, nd Mary Ann Lemay, wd	Wld. UP, INS RCA
WISN-FM *1948*	*Chan. 275 (A)* *102.9mc* *55kw*						
WMIL 1947	1290 1,000-D	Cream City Bcstg. Co. 2625 W. Wisconsin Ave. West 3-1290	Forjoe	Gene Posner, p Jerome Sill, gm	Franklin H. Small, cm A. M. Vogel, pd	Gino Monaco, ce	SES, Cole UP Col.
WOKY 1950	920 1,000 DA-1	Bartell Bcstrs. Inc. Empire Bldg.					
WTMJ 1927	620 5,000 DA-N	The Journal Co. 720 E. Capital Drive Marquette 8-6000	NBC Christal	Walter J. Damm, vp & gm R. G. Winnie, asst. gm George Comte, sm George Nicoud, asst. m	Neale V. Bakke, slm Phillip B. Laeser, radio & TV engng. m Bruce Wallace, pub. serv. bcsts. & pmm	Jack E. Krueger, nd Hugo Murray, fd Bob Heiss, sd Esther Hotton, wd	SES AP WE
WTMJ-TV 1947		The Journal Co. 720 E. Capitol Dr. Marquette 8-6000	(For full information see TELECASTING Yearbook)				
MONROE							
WEKZ 1951	1260 500-D	Green County Bcstg. Box 460 1260		Kenneth W. Stuart, p Grant A. Ritter, gm Joe Urban, asst. m	Stanley J. Neuberger, pd Rexford N. Eyler, ce Charles A. Booth, nd	George McKeown, sd Dorothy Kundert, wd	Cap. AP
NEENAH-MENASHA							
WNAM 1947	1280 1,000 DA-N	Neenah Menasha Bcstg. Co. 101 E. Wisconsin Ave. 2-2871	Clark	Don C. Wirth, vp & gm	Greg Dunn, studio m	E. W. Fliegel, ce	UP
WNAM-FM *1947*	*Chan. 253 (B)* *98.5mc* *3.1kw*						
WNAM-TV (CP)		Neenah Menasha Bcstg. Co. 101 E. Wisconsin Ave. 2-2871	(For full information see TELECASTING Yearbook)				
OSHKOSH							
WOSH 1941	1490 250	Oshkosh Bcstg. Co. 1258 Bowen St. Stanley 4580	ABC, KBS Pearson	Wm. F. Johns, Jr., o & m Bill Jones, gm & nd	Bob Thayer, cm Don Zuehike, ce	Bill McDonald, sd Jessie Miller, wd	Cap. UP RCA
WOSH-TV (CP)		Oshkosh Bcstg. Co. 1258 Bowen St. Stanley 4580	(For full information see TELECASTING Yearbook)				
PORTAGE							
WPDR 1952	1350 1,000-D	Portage Bcstg. Co. Box 53 1200	Midwest, Wisconsin	Wm. T. Comstock, p Warren A. Anderson, gm & nd Edwin P. Phelps, cm	Keith Pettack, pd Walter Wisnicky, ce Duana Allegar, pmm & wd	Jack Straw, fd Harry Maier, sd	Cap. UP Col.
POYNETTE							
WIBU 1925	1240 250	Wm. C. Forrest Poynette 98	KBS, Wisc.	Wm. C. Forrest, p, g & cm	Sarah Forrest, pd	L. Stanley Sadler, ce	St., SES UP Col.
WWCF *(FM)* *1947*	*Chan. 235 (B)* *94.9mc* *37kw*						
PRAIRIE DU CHIEN							
WPRE 1952	1280 500-D	Prairie Bcstg. Co. P. O. Box 36 637		Edwin Erdman, p Walter C. Schlaugat Jr., gm. cm & ce	Jack W. Hassebrook, pd & nd Tom Multerer, sd	Mary Ellen, wd	UP G.

WEMP
MILWAUKEE

one of *America's Greatest*
independent radio stations

IN CITIES OF 500,000 OR MORE*

Big coverage in a *Big* city where a *Big* population spends *Big* money. That's what you buy when your radio budget includes WEMP.

Month in, month out, any hour of the day, WEMP gives you a Hooper that can't be matched for *consistency* on a cost-per-thousand basis by any other Milwaukee station.**

Ask Headley-Reed for the details.

1st NIGHT

2nd MORNING

3rd AFTERNOON

Apr.-May, 1952, Comprehensive Hooperat-
g, highest individual 15-min. strip rating,
0 a.m.—6:00 p.m.

*Hooper Radio Audience Indexes—Unaffiliated Radio Stations, May-June, 1952.

WEMP 1340 ON YOUR DIAL
24 HOURS OF MUSIC, NEWS, SPORTS

XUM

WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			ransc. Li- rary, News Service ransmitter
RACINE							
WRAC 1950	1460 500-D	WRAC, Inc. Arcade Bldg. 2-1627	KBS Sears & Ayer	C. M. Martin, p Bob Martin, sm, pd & sd Marty Geertz, cm	Ray Doane, ce Dick Fitzgerald, pmm	Jake Erdmann, nd Betty Quintal	UP E
WRJN 1926	1400 250	Racine Bcstg. Corp. American Bank Bldg. 4-3311	ABC, Wisc. Walker	Harry R. LePoidevin, gm Harold J. Newcomb ,sm	Gerald Nelson, cm Lyman Merens, pd	F. Lee Dechant, ce	AP RCA
WRJN-FM *1948*	*Chan. 264 (B)* *100.7mc* *15kw*						
REEDSBURG							
WRDB 1952	1400 250	Wm. C. Forrest Reedsburg 1037L		C. W. Peck, gm			RCA
RHINELANDER							
WOBT 1947	1240 250	Oneida Bcstg. Co. Highway 8-East 1240	MBS, Wisc., Upper Midwest McGillvra	James Cleary, p Bruce G. Beichl, g & pmm Robert Frye, cm	John Wadd, pd & nd Charles Marvin, ce Clyde Downing, fd	Howie Cox, sd Madeline Jewell, wd	Wld. UP G
RICE LAKE							
WJMC 1938	1240 250	WJMC Inc. 1615 S. Main St. 550	MBS, Arrowhead, Northwest Hollingbery	Walter C. Bridges, p Russell J. Brown, cm Robert H. Topinka, pd, nd & sd	Robert P. Kolsky, ce Richard Johnson, fd	Doris Van Lone, wd	SES, Wld UP RCA
WJMC-FM *1938*	*Chan. 242 (A)* *96.3mc* *4.4kw*						
RICHLAND CENTER							
WRCO 1949	1450 250	Richland Bcstg. Corp. P. O. Box 192 20		Arthur Overgaard, p Thomas R. Kelley, gm & pd Ray Baker, cm	Peter Athanas, ce Joseph Koelsch, nd John Reuter, fd	Bob Kane, sd Edna Stoffel, wd	Thes., L-W, SES UP RCA
SHAWANO							
WTCH 1948	960 1,000 DA-N	Shawano Co. Leader Pub. Co. 107 E. Green Bay St. 666	Lawson	J. P. Donald, gm	D. W. Hodgins, sm		Cap. UP
SHEBOYGAN							
WHBL 1924	1330 1,000-D 250-N	WHBL, Inc. P. O. Box 27 4844	ABC, Wisc.	Charles E. Broughton, evp Ben F. Hovel, gm John Harvey, cm	Glen James, pd & nd Doris Domine, traffic	Herbert J. Mayer, ce Terry Foster, sd	Assoc. AP RCA
WHBL-FM *1948*	*Chan. 262 (B)* *100.3mc* *15kw*						
SPARTA							
WKLJ 1951	990 250-D	Sparta-Tomah Bcstg. Co. Inc. 124 S. Water St. 3307		Jon F. Lohmer, p, gm & sd Andy Karsen, pd & nd	Marvin Moberly, ce Howard Nordine, pmm	Orion Samuelson, fd Mary Hoogenhous, wd	SES, Assoc. UP G
STEVENS POINT							
WSPT 1948	1010 250-D	Stevens Point Bcstg. Co. 414½ Main St. 2744	Holman	Wm. F. Johns, Sr., p A. L. Mayer, gm Robert Flynn, cm	Mary Ellen Peters, pd & wd William Hess, ce	Jerry Bartosz, n & sd Joe Cotter, fd	SES UP G
STURGEON BAY							
WDOR 1951	910 500-D	Door County Bcstg. Co. Inc. 15th and Utah, Box 88 593	McGillvra	Edward Allen, Jr., p & gm Jack Baker, cm	Dolores Allen, pd, pmm & wd Joseph Genovese, ce	Charles F. Swingle, fd	Thes. AP Ray.
WOKW 1951	1050 250-D	Door County Radio Co 11 N. 3rd Ave. 1050		Sumner J. Harris, p Herbert H. Graefe, g & cm	Jack W. Shaefer, ce, n, f & sd	Marjorie Zahn, wd	UP G
SUPERIOR							
WDSM 1939	710 5,000 DA-N	Ridson, Inc. 921 Tower Ave. 4451	ABC Free & Peters	Robert B. Ridder, p Rodney A. Quick, gm	William Kirby, cm & sd Lewis D. Martin, pd	J. Melvin Laskey, ce James T. Payton, nd	St. UP RCA
TWO RIVERS							
WTRW 1951	1590 500-D	Two Rivers Bcstg. Co. 1817 Washington St. 324	KBS, Midwest	Wendell Hansen, p Norman C. Haagenson, gm	Howard Lueke, cm	Elmer Johnson, ce	Cap. UP G
WATERTOWN							
WTTN 1950	1580 250-D	Watertown Radio Inc. 104 W. Main St. 2215-2216	KBS Schepp-Reiner	Carl V. Kolata, p & gm Harold Brynd, slm	Arnold Kane, pd Leonard Benson, ce	Bill James, nd	Thes. UP G
WAUKESHA							
WAUX 1947	1510 250-D	Waukesha Bcstg. Co. 319 W. Main St. 6636	KBS Holman	Norman E. Schley, p Mig Figi, vp. & treas.	Charles E. Williams, vp. & secy. Don Froehlich, pd & fd	Adin Randall, ce Bill Roberts, nd	Thes. AP G
WAUSAU							
WHVF (CP)	1230 250	Lakeland Bcstg. Corp. 1021 Broadway 7-7155					
WOSA 1948	550 5,000 DA-N	Alvin E. O'Konski Wausau 1444-5	MBS Rambeau	Alvin E. O'Konski, p & fd Harold Ladin, gm Danworth Turner, cm Jack Larkin, pd	Leon Gabriel, pmm Chris Zercher, ce Miriam Semling, bus. m	Steve Markstrom, nd Charles Summers, sd Carol Greene, wd	Cap., St., Cole AP, UP Col.
WSAU 1937	1400 250	WSAU, Inc. 714 Fifth St. 6521	NBC Meeker	John R. Tomek, p Charles Lemke, vp Richard D. Dudley, g & cm	Roland W. Richardts, ce Donald Debyle, nd George Bundner, pd	Howard Gernetzky, sd Louise Gohdes, wd Marvin Nellis, fd	Thes. AP GE
WEST BEND							
WBKV 1950	1470 500-D	West Bend Bcstg. Co. P. O. Box 59 1640	Regional Radio	Carl Rohde, p August C. Berkholtz, ptnr. & gm	Paul Mueller, cm Harold Berkholtz, pd	Jack Skidmore, pmm Paul Ripple, ce	Thes. UP G
WISCONSIN RAPIDS							
WFHR 1940	1340 250	Wm. F. Huffman Radio, Inc. 143 Grand Ave. 1340	MBS, Wisc. Devney	Louise F. Huffman, p Geo. T. Frechette, g & pmm Larry Zurawski, cm	Jim Tighe, pd & nd Gordon Miller, ce Arnie Strope, fd	Ed Hanson, sd Bernardine Speltz, wd	Wld. AP Col.
WFHR-FM *1948*	*Chan. 277 (B)* *103.3mc* *2.1kw*						

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.

*FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Ante same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Ni SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.*

XUM

WYOMING

CASPER							
KSPR 1930	1470 1,000	Donald Lewis Hathaway 1st & Lennox Sts. 3-5777	MBS, KBS Intermt. Sears & Ayer	Donald L. Hathaway, p & gm Frederic W. Hufsmith, cm	Marcus R. Nichols, pd J. A. Dunn, nd	James Wade, sd	Wld. UP RCA
KVOC 1946	1230 250	KVOC Bcstg. Co. Box 2090 130	ABC Wyo. Cowboy	William F. Shutts, co-o & gm & sd. I. E. Shahan, co-o & cm Duane Simons, co-o	Gene Larrieux, pd Ray Calvert, pmm John Mursu, ce	Jim Baker, nd Merlin Edmonds, fd Ethel Buckley, wd	Thes. AP G.
CHEYENNE							
KCHY (CP)	1240 250	Philip D. Jackson P. O. Box 770 Chickasha, Okla. 2899		Philip D. Jackson, o & p			....
KFBC 1940	1240 250 CP: 710 10,000-D 1,000-N DA-2	Frontier Bcstg. Co. Plains Hotel 4-4461	ABC Wyo. Cowboy McGillvra	Robt. S. McCraken, p Wm. C. Grove, gm Frank Flynn, cm (Natl.) Charles Cahill, cm (Local)	Mae Sunada, pd Ed Mueller, pmm Robt. Pfannenschmid, ce	Ray Overton, nd Larry Birleffi, sd Margie O'Brien, wd	St. UP RCA
KVWO 1952	1370 1,000-D	Great West Co. P. O. Box 926 2-6433	MBS, Intermt. Avery-Knodel	Wm. T. Kemp, p Frank Toomey, gm & ce Al Mann, sm & sd.	Ruth Dorr, slm Wm. Osborne, pd & nd Delores Gonzales, Span. pd	Wilbur Bretell, fd Susan Seymour, wd	L-W AP G.
CODY							
KODI 1947	1400 250	Abaoraka Bcstg. Co. Times Bldg. 444	ABC, Wyo. Cowboy McGillvra	Paul Stock, p Chuck Wilson, gm & pm Bill Ross, sm & cm	C. O. Allen, pd, sd & nd	Gene Leslie, wd	Wld. AP RCA
LANDER							
KOVE 1948	1230 250	Edward J. Breece P. O. Box 436 488	MBS, KBS Intermt. Continental	Edward J. Breece, o & p Jack L. Breece, gm Robt. W. Allen, pd, nd & sd	Gary Fehlauer, ce & fd Dorothy Reed, pmm Elva Rogers, wd		.... UP Col.
LARAMIE							
KOWB 1948	1340 250	Snowy Range Bcstg. Co. Inc. Box 972 4888	ABC, Wyo. Cowboy	F. O. Rice, p C. S. Mohr, gm, cm Lynn O. Smith, pd & ce	John Steele, pmm & sd Joyce Nicholas, nd Ed Lenaway, fd	Kay Shelton, wd	.... AP Col.

KVWO

Cheyenne Wyoming

1370 KC

MUTUAL
INTERMOUNTAIN

Covering Wyoming's Capitol and the Tri-State Area
with the Greatest Power 1,000 Watts

Represented Nationally by Avery-Knodel, Inc.
San Francisco, New York, Chicago, Los Angeles,
Dallas, Atlanta

Intermountain Network
Lynn Meyer
National Sales Manager
146 South Main
Salt Lake City, Utah

WILLIAM T. KEMP, President

WYOMING—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
POWELL							
KPOW 1941	1260 5,000-D 1,000-N DA-N	A. J. Meyer Elder Bldg. 222	MBS, KBS, Intermt. Avery-Knodel	A. J. Meyer, p, gm & sd	Kenneth Doty, cm	Agnes Fields, pd Justin Kilness, ce	Assoc., Cole UP G.
RAWLINS							
KRAL 1947	1240 250	Rawlins Bcstg. Co. 1003	ABC, Wyo. Cowboy McGillvra	W. C. Grove, p Jack C. Vagner, gm & cm	Anita Phisterer, pd & wd Gordon Clark, ce	Gene McMillen, nd Jack Campbell, fd	.... AP RCA
RIVERTON							
KWRL 1948	1450 250	Joseph P. Ernst 789	ABC, Wyo. Cowboy McGillvra	Joseph P. Ernst, p	Dale Knisely, m, sm & ce	Mary Knisely, pd	.... AP Col.
ROCK SPRINGS							
KVRS 1938	1360 1,000-D 500-DA-N	Wyoming Bcstg. Co. P. O. Box 1067 93	MBS, Intermt. Avery-Knodel	D. G. Richardson, p D. A. Fisher, gm & sd	Laurel Mosbey, cm & fd Imogene Parr, pd, pmm, nd & wd Dave Wood, ce	Alma Mills, music. d	St. AP Col.
SHERIDAN							
KWYO 1934	1410 1,000-D 500-N	Bighorn Bcstg. Co. 21 N. Main 601	MBS, Intermt. Avery-Knodel	Jim Carroll, p & gm Don Tannehill, cm	Bob Crosthwaite, ce Bob Wilson, pd & nd	Lew Shank, sd Helen Erickson, wd	L-W UP RCA
TORRINGTON							
KGOS 1950	1490 250	Joseph P. Ernst 567	ABC, Wyo. Cowboy	Joseph P. Ernst, p & o Richard (Dale) Wood, gm & nd	Alice Grange, cm & wd Leo Allen, pd & sd Leon Olson, ce	Evelyn Foster, pmm Bernie Trierwieler, fd	.... UP Col.
WORLAND							
KWOR 1946	1490 250	Joseph P. Ernst 733	ABC, Wyo. Cowboy McGillvra	Joseph P. Ernst, o & gm	Mildred V. Ernst, m	Joseph P. Ernst Jr., ce	.... AP Col.

Directory of
BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

(Data corrected to December 6, 1952)

ALASKA

ANCHORAGE							
KBYR 1948	1240 250	Aleutian Bcstrs. P. O. Box 1960 3-4433					
KENI 1948	550 5,000	Midnight Sun Bcstg. Co. P. O. Box 879 20301	ABC, MBS, NBC, Don Lee, Wellington, Fletcher	(Miss) Miriam Dickey, p A. G. Hiebert, gm William Stewart, cm	H. B. Knutson, pd Peg Quilleash, pmm Jack M. Walden, ce	Walt Welch, nd Ed Baldwin, fd Red Murray, sd	Assoc. AP, UP RCA
KFQD 1924	600 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, Alaska Alaska Radio Sales, Scott	Wm. J. Wagner, p & gm John Phillips, cm Gerald Mathis, pd	George Ernst, pmm Chas. Mohler, ce	Sidney Druckman, sd Louise Gathe, wd	L-W AP RCA
FAIRBANKS							
KFAR 1939	660 10,000	Midnight Sun Bcstg. Co. 2125	ABC, MBS, NBC Don Lee Young	Miriam L. Dickey, p Alvin O. Bramstedt, gm Arvid Erickson, cm	Richard Greuel, pd Val Forth, pmm Jorgen Tweiten, ce	Del Day, s & nd Frances Aley, wd	AP, UP RCA
KFRB 1948	790 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, Alaska Alaska Radio Sales, Scott	Wm. J. Wagner, p & gm Juanita Underwood, cm	Dale Haviland, pd W. R. Nichols, ce	Joel Buffington, sd Kit Singleton, wd	L-W AP RCA
JUNEAU							
KINY 1935	1290 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, Alaska Alaska Radio Sales, Scott	Wm. J. Wagner, o Richard Peter, gm & pd	Wm. Vernon, cm Charles Gray, ce	Stanley Asplund, sd Constance Parsons, wd	L-W AP ....
KJNO 1952	630 1,000-D 500-N	Aurora Bcstrs., Inc. 123 Third St. 508	ABC, MBS, NBC Wellington, Fletcher	Austin Cooley, p Del Day, gm	Lee Meyer, cm Lou Russell, pd	Norma Weeks, pmm & wd Matt Gormley, ce	Assoc. AP RCA
KETCHIKAN							
KABI 1952	580 1,000-D 500-N	Aurora Bcstrs. Inc. 211 Heckman Bldg. 0610	ABC, MBS, NBC Wellington, Fletcher	Austin G. Cooley, p Roall Erickson, gm	John Funk, cm Matt Gormley, ce	Marlene Miller, wd	Assoc. AP RCA
KTKN 1942	930 1,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, Alaska Alaska Radio Sales, Scott	Wm. J. Wagner, o & p Dorothy Bussanich, gm & wd	Edward Hammond, pd Richard Nicholas, ce	George Placentia, sd	L-W AP Col.
SEWARD							
KIBH 1948	1340 250	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, Alaska Alaska Radio Sales, Scott	Wm. J. Wagner, o & p Jim Lawson, gm	Allen Hendricks, pd	David Hassinger, ce	L-W AP RCA
SITKA							
KIFW 1949	1230 250	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, Alaska Alaska Radio Sales, Scott	Wm. J. Wagner, o & p	Wm. Maynard, gm & pd	Lawrence Brady, ce	L-W AP RCA

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Put your brand on Wyoming, Northern Colorado and Western Nebraska

BY USING

WYOMING COWBOY NETWORK

KFBC
KEY STATION CHEYENNE

KOWB
LARAMIE

KRAL
RAWLINS

KWRL
RIVERTON

KWOR
WORLAND

KODI
CODY

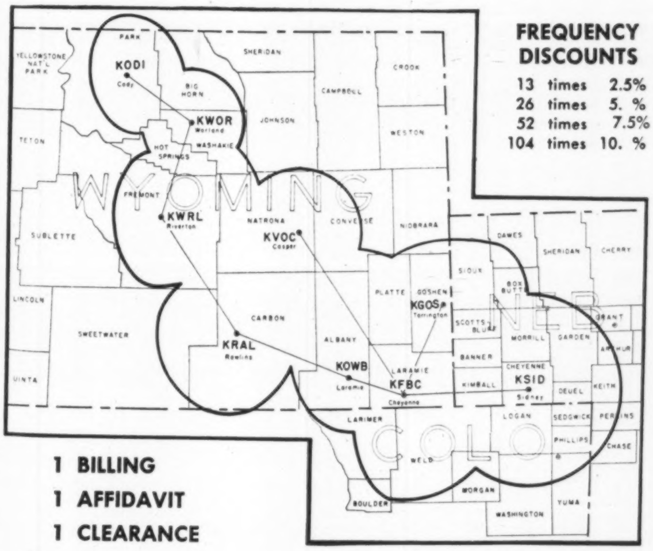
KGOS
TORRINGTON

KSID
SIDNEY, NEBRASKA

KVOC
CASPER

ALL STATIONS ABC AFFILIATED

This is a genuine full-time line-connected network, keyed and fed out of Cheyenne.


KODI
Cody
KWOR
Worland
KWRL
Riverton
KVOC
Casper
KGOS
Torrington
KRAL
Rawlins
KOWB
Laramie
KFBC
Cheyenne
KSID
Sidney
WYOMING
NEB
COLO
YELLOWSTONE NAT'L PARK
PARK
BIG HORN
SHERIDAN
CAMPBELL
CROOK
JOHNSON
WESTON
TETON
HOT SPRINGS
WASHAKIE
FREMONT
NATRONA
CONVERSE
NIOBRARA
SUBLETTE
LINCOLN
SWEETWATER
CARBON
ALBANY
PLATTE
GOSHEN
LARAMIE
UINTA
DAWES
SHERIDAN
CHERRY
SIOUX
BOX BUTTE
SCOTTS BLUFF
MORRILL
GARDEN
GRANT
ARTHUR
BANNER
CHEYENNE
KIMBALL
DEUEL
KEITH
LARIMER
LOGAN
SEDGWICK
PERKINS
PHILLIPS
CHASE
WELD
MORGAN
BOULDER
WASHINGTON
YUMA

FREQUENCY DISCOUNTS

13	times	2.5%
26	times	5. %
52	times	7.5%
104	times	10. %

1 BILLING
1 AFFIDAVIT
1 CLEARANCE

SPOT ANNOUNCEMENT RATES:

9 stations—$22.50 day $33.00 night

COVERAGE AND MARKET DATA:

Population (1950 census)	440,246
Radio Homes (Broadcasting)	109,954
Retail Sales (Sales Management)	$669,274,000

FOR FURTHER DETAILS . . .

see any Joseph Hershey McGillvra man, or phone Frank Flynn, Commercial Manager, or Wm. C. Grove, General Manager, WYOMING COWBOY NETWORK, 4-4461, Cheyenne, Wyoming.

HAWAII

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
HILO							
KHBC 1936	970 1,000	Hawaiian Bcstg. System, Ltd. P. O. Box 1476 4616					
KILA 1951	850 1,000	Island Bcstg. Co. P. O. Box 1595 5313	MBS, Inter-Island Hollingbery	J. D. Keating, co-o J. E. McCaw, co-o	J. E. Jaeger, gm & ce	Fin Hollinger, network m	UP Col.
KIPA 1947	1110 1,000	Big Island Bcstg. Co., Ltd. 140 Iaili St. 2177		A. H. Green, p & m			
HONOLULU							
KAHU 1950	920 1,000	KAHU-Rural Bcstg. Co. Waipahu Honolulu 41-2835	Devney	Dr. Timothy Wee, p Harry En Chu, gm	Curtis Butler, pd Frank W. Fitch, ce	Mason Holliday, nd William Ystad, sd	AP RCA
KGMB 1930	590 5,000	Hawaiian Bcstg. System, Ltd. 1534 Kapiolani Blvd. 90914	CBS, Hawaiian Free & Peters	J. Howard Worrall, p C. Richard Evans, vp & gm Wayne Kearl, cm & pmm	Ernest Lindemann, ce Arthur Hansen, pd	Joseph Anzivino, sd Betty Smyser, wd	St. UP RCA
KGMB-TV 1952		Hawaiian Bcstg. System 1534 Kapiolani Blvd. 9-0914		(For full information see TELECASTING Yearbook)			
KGU 1922	760 2,500 L-WJR	Advertiser Publishing Co. Ltd. P. O. Box 3110 52977	NBC Katz	Lorrin P. Thurston, p William O. Paine, gm George C. Mansfield, cm	Owen Cunningham, pd Lee D. Hirschland, pmm	M. A. Mulrony, ce Wm. Whedbee, nd	Thes. UP
KHON 1946	1380 5,000	Aloha Bcstg. Co. Ltd. P. O. Box 1380 95295	Aloha Grant	R. M. Fitkin, p Ira G. Mercer, sm & ce Hal Lewis, cm	Wright Esser, pd Buck Buchwack, pmm John D. Allison, nat'l sls. d.	John J. Jordan, nd Frank Valenti, sd Claire Justice, wd	L-W, Cap. UP RCA
KHTL(FM) (CP)	*Chan.* **222** *92.3mc* *6kw*	*Henry T. Lee* *2998 Pacific Hghts.*					
KIKI 1951	860 250 CP: 810 1,000	KIKI, Ltd. 320 Ward St. 63456	Western Radio Sales	Royal V. Howard, p Wm. B. Meyers, vp Clair Weidenaar, gm & pd	Sam Styles, cm Elaine Howard, secy.-treas.	Stan Abrahamson, ce Pete Simmons, sd	L-W AP GE
KONA(TV) 1952		Radio Honolulu Ltd.		(For full information see TELECASTING Yearbook)			
KPOA 1946	630 5,000	Island Bcstg. Co. 575 Kamoku St. 9-5326	MBS, Inter-Island Hollingbery	John D. Keating, co-o Elroy McCaw, co-o Fin Hollinger, gm & cm	Carlos Rivas, sd Bun Clapperton, pmm	John Sanders, ce Gene Forssell, nd	UP WE
KULA 1947	690 10,000	Pacific Frontier Bcstg. Co. Ltd. P. O. Box 1479 71933	ABC Young	Charles Mayo, p Jack A. Burnett, gm & cm Ted R. Scott, operations d.	Nancy K. Aea, pmm C. W. Evans, ce Gordon Burke, nd	Vern Bruggeman, sd Carra Moore, wd	UP RCA

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CBS in Hawaii

KGMB, Honolulu—5,000 watts, 590 KC

KHBC, Hilo—1,000 watts, 970 KC

COMPLETE COVERAGE OF THE HAWAIIAN MARKET

MARKET FACTS*
Population: 460,400
excluding military
Retail Sales: $434,931,000
Effective Buying Income: $633,165,000
Family Income, Cities of Hawaii: $6,504
Quality Index, Cities of Hawaii: 120

** Sales Management, 1952*

NATIONAL REPRESENTATIVE: Free & Peters

J. Howard Worrall, President
C. Richard Evans, Vice President, General Manager
Wayne Kearl, General Sales Manager

KANEOHE, OAHU

KANI (CP)	1150 1,000-D	Windward Bcstg. Co. 210 Hawaii Trust Bldg.					

LIHUE, KAUAI

1940 KTOH	1490 250	Garden Island Pub. Co. P. O. Box 1748 361					

WAILUKU, MAUI

KMVI 1947	550 1,000	Maui Pub. Co. Ltd. P. O. Box 374 981	Aloha Grant	J. Walter Cameron, p Ezra J. Crane, gm Richard E. Mawson, sm	Frank R. Kovacic, cm Neil Arveshoug, ce	W. J. Belknap, nd Emi Brandle, wd	St. Press News RCA

PUERTO RICO

AQUADILLA

WABA 1951	1240 250	Ledo Hector Reichard P. O. Box 188 242		Ledo Hector Reichard, p	Felix Bonnet Veilez, gm		....

ARECIBO

WCMN 1947	1280 1,000	Caribbean Bcstg. Corp. Antonio R. Barcelo St. 589		Aristides S. Ledesma, p Nabal Barreto, gm & cm	Mrs. Digna Olivero Pabon, pd Jose Soler, ce	Juan Lopez Montano, nd	Ray.

BAYAMON

WENA 1947	1560 250	Bayamon Bcst. Corp. Bayamon 161					

CAGUAS

WJFR (CP)	1240 250	Jorama-Fer Radio Corp.					
WRIA 1947	1450 250	Inter American Radio Corp. Caguas 678					
WVJP 1947	1110 250 1590	Borinquen Bcst. Co. P. O. Box 207 789					

FAJARDO

WMDD 1947	1490 250	Madrazo & Diaz P. O. Box 187 132					

GUAYAMA

WXRF 1948	1590 1,000	Rafael Fuster Hostos No. 42 243		Rafael Fuster, p Charles Cordero, gm & cm	Jose Colon Melendez, pd	Julius Conesa, ce	G

MAYAGUEZ

WAEL 1948	1400 250	Mario Acosta 12 Iglesia St. 799		Mario Acosta, o, gm, cm & pmm Angel Ramos, pd	Jesus M. Aviles Brunet, ce Secundino Minguela, nd	Gabriel Castro, sd Berta De Tamayo, wd	....
WKJB 1946	710 1,000-D 500-N	Jose A. Bechara, Jr. Minerva St. 54 983					
WORA 1947	1150 1,000	Radio Americas Corp. P. O. Box 43 1150	PRN Guzman	Alfredo R. De Arellano, Jr., p Reinaldo M. Dupont, asst. m Adolfo Perez, cm	Angel Rivera Graciani, pd & nd German Velez, pmm Marcos A. Vega, ce	Francisco Ortiz, sd Blanca Luna DeMartinez, wd	.... GE
WPRA 1937	990 10,000-DA-1	Puerto Rico Advertising Co., Inc. P. O. Box 869					
WTIL 1950	1300 1,000	Mayaguez Radio Corp. Post & Palmer Sts. 1290		Alberto Sanabria, p Patricio R. Fermaintt, gm Gilbert Mamary, cm	Francis Feliu, pd Gabriel Castro, pmm & sd	Rafael R. Santiago, ce Yayi Mamary, wd	.... G

PONCE

WPAB 1940	550 5,000-D 1,000	Portorican American Bcstg. Co. Inc. 164 Villa St. 783	Inter-American	A. Gimenez-Aguayo, p & gm Radames Mayoral, cm	Eliseo Borrero, pd Pedro A. Conesa, Jr., ce	Juan B. Roman, sd	.... AP RCA
WPRP 1936	910 5,000 DA-N	Voice of Porto Rico, Inc. P. O. Box 430 1015	PRN Guzman	Arturo Valldejuly, p Francisco Susoni, Jr., gm Antonio Miro, cm	Luis Alfonso Diaz, pd Julio M. Conesa, ce	Luis R. Rodriguez, nd Carols R. Ortiz, sd	UP G.
WISO (CP)	1260 1,000	South P. R. Bcstg. Corp. Leon St. No. 17		Jose R. Freyre, p	Luis E. Freyre, gm & ce		.... Col.

RIO PIEDRAS

WRIO 1949	1320 1,000	Master Bcstg. Corp. P. O. Box 335, Hato Rey 1096					
WWWW 1949	1520 250	Frank A. Gandia P. O. Box 935 1098		Frank A. Ganda, o			

XUM

PUERTO RICO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
SAN JUAN							
WAPA 1947	680 10,000	Jose Ramon Quinones 357 Ponce de Leon Ave. 3-0100	ABC, MBS, PRN Guzman	Jose Ramon Quinones, p Harwood Hull, Jr., gm Segismundo Quinones, cm	Emilio Medrano, pd J. E. Franco, pmm Jose Arzuaga, ce	J. Arnaldo Meyners, nd G. Atiles, fd Pedro Vazquez, sd	Thes. UP RCA
*WIPR 1949	940 10,000 DA-1	Department of Education Munoz Rivera Park 2-3218		Mariano Villaronga, p Jose A. Buitrago, sta. d Francisco Arrivi, pd	Pedro Luis Jimenez, ce Ismael Delgado, nd Carlos Gonzales, fd	Jose Seda, sd Catin Ballesteros, wd	Wld. WH
WITA 1947	1400 250	Electronic Enterprises Inc. P. O. Box 3726		Farmin H. Bonni, studio dir.			
WKAQ 1922	580 5,000	El Mundo Bcstg. Corp. P. O. Box 9007 2-2023		Angel Ramos, p R. A. Fornier, gm	V. Lamas Jr., cm Esther Pales, pd	Rafael Acosta, ce Santiago Garcia, pdm	Assoc. UP RCA
WKAQ-TV (CP)		El Mundo Bcstg. Corp. P. O. Box 9007 2-2023		(For full information see TELECASTING Yearbook)			
WKVM 1951	810 25,000 DA-1	American Colonial Bcstg. Corp. 1000 Ponce de Leon Ave. 3-0840	Young	Ralph Perez Perry, p & gm Felix Santiago, cm	Juan Serrano, pd Gloria Bravo, pmm	Rafael Rodriguez, ce Eugenio Guerra, sd	
WNEL 1934	860 5,000 DA-1	WNEL, Inc. 960 Ponce de Leon Ave.					
SANTURCE							
WIAC 1947	740 10,000 DA-1	WIAC, Inc. P. O. Box 4809 2-1558					
WIPR 1949	940 10,000 DA-1	Department of Education Ponce de Leon 1314 2-3218		Mariano Villaronga, comr. of education Jose A. Buitrago, sta. d	Olga Gomez, adm. asst. Francisco Arrivi, pd Pedro Luis Jimenez, ce	Wilfredo Braschi, nd Ismael Gonzalez, fd Jose Seda, sd	Wld. WH

VIRGIN ISLANDS

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
CHARLOTTE AMALIE (St. Thomas)							
WIVI (CP)	1230 250	Radio American West Indies					
WSTA (CP)	1340 250	William N. Greer P. O. Box 538 489	Young	William N. Greer, p (Mrs.) Nellie Greer, cm Ron DeLugo, pd	Seth Larrabee, pmm Arnold Cunningham, ce Walter S. Priest, nd	(Mrs.) Marian Kennelly, wd	L-W
WSTB (CP)	1090 250	John W. Boler					

Directory of BROADCASTING STATIONS IN CANADA

(Data corrected to December 6, 1952)

ALBERTA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
CALGARY							
CFAC 1922	960 5,000 DA-N	Calgary Bcstg. Co. 1000 Greyhound Bldg. 6-1036	CBC All-Canada Weed	John D. Southam, p A. M. Cairns, m Don Hartford, cm	George Brown, pd R. J. Tregillus, pmm Earl Connor, ce	Joe Marks, sd Shirley Shea, wd Larry Heywood, nd	Wld., Thes., Assoc. PN, BUP CP
CFCN 1922	1060 10,000 DA-N	The Voice of the Prairies Ltd. Toronto General Trust Bldg. 2-1161	CBC Radio Reps. Young	H. G. Love, p & gm E. H. McGuire, cm Jas. A. Love, pd	G. L. Carter, pmm R. W. Lamb, ce	Ross Henry, fd Henry Viney, sd Dora Dibney, wd	St., L-W, Cap. PN, BUP RCA
CKXL 1950	1140 1,000 DA-N	The Albertan Bcstg. Co. 210 9th Ave. W. 6-3026	Stovin	C. E. Chesher, p F. R. Shaw, gm B. D. Alloway, cm	J. R. Stewart, pd R. L. Craig, ce Guy Vaughan, nd	Ken Foss, sd	CP, BUP RCA
EDMONTON							
CBX 1948	1010 50,000	CBC Macdonald Hotel	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm Dane E. Cameron, m	Ron C. Fraser (CBC), press info serv. d D. C. McArthur (CBC), nd Gordon W. Olive (CBC), engrg. d	A. K. Morrow (CBC), fd	BUP, CP, R
CFRN 1934	1260 5,000	Sunwapta Bcstg. Co. Ltd. 109 CPR Bldg. 2-2101	Dominion Radio Reps. Young, Oakes	G. R. A. Rice, p & gm A. J. Hopps, cm G. A. Duffield, pd D. Atkinson, secy.-treas.	Isobel McDonald, pmm Frank Makepeace, ce Gordon Williamson, nd Eve Henderson, wd	MacDonald Holmes, fd Al Shaver, sd	L-W BUP RCA
CHFA 1949	680 5,000 DA-1	Radio Edmonton Limitee 10012-109 Street 4-2157	Renaud	Dr. Mousseau, p J. A. Gallant, gm M. Guertin, cm & sd	Leo Remillard, pd & pmm Bob Guy, ce Tharcis Forestier, nd	Paul Gadoury, fd Mdme. Paul Chatain, wd	UP RCA
CJCA 1922	930 5,000	Edmonton Bcstg. Co. Birks Bldg. 4-4131	Trans-Canada Weed	W. A. MacDonald, p Gerry Gaetz, gm Joe McKenzie, cm	Dalt Elton, pd (Miss) Win Sutton, pmm Frank Hollingworth, ce	Russ Sheppard, nd Don Clayton, fd Joe Carbury, sd	Thes., St PN, BUP Marc.
CJCA-FM *1949*	*Chan. 258 (A)* *99.5mc* *0.2kw*						
*CKUA 1927	580 1,000	Univ. of Alberta Provincial Bldg. 2-5161		John Langdon, gm D. I. Roberts, pd	Bill Pinko, ce R. G. Nightingale, nd	Rex Allison, fd Art Ward, sd	Assoc. PN, BUP RCA
**CKUA-FM* *1948*	*Ch. 251 (A)* *98.1mc* *0.35*						*GE*

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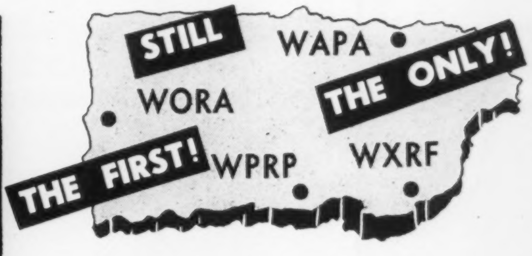
*FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Anten same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Nig SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.*

PUERTO RICO

LISTENS TO

THE PUERTO RICAN NETWORK

RADIO CADENA PUERTO RICO



PRN ADVERTISERS

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- Dole Pineapple
- Duz—P. & G.
- Eastern Airlines
- Esso-Standard Oil
- Fleer's Double Bubble Gum
- Ford Cars, Trucks
- General Electric
- Goodyear
- Gudo (Bordens)
- Hershey Chocolates
- India Beer
- Kisses Chocolates
- Klim Milk—Bordens
- Lavasol—P. & G.
- Lucky Strike Cigarettes
- McCoy's Tablets
- Mum
- Pal Blades
- Palmolive Soap—CPP
- Parkay—KRAFT Products
- Puerto Rico Cement
- Real Beer
- Red Seal Rice
- Rio Soap
- Sears Roebuck Stores
- Shell Oil
- Superior Rum
- Toni Permanent
- V-8 Juices

Although the thought of creating a network in Puerto Rico is new and revolutionary to the population of the Island, the results in listening habits have been phenomenal! In less than two years, the PRN has been accepted by both Puerto Rican and American advertisers as the best buy in the island.

The Puerto Rican population of 2,205,398 is a market as large and important as the seventh largest American market (San Francisco). Puerto Rico is an AMERICAN MARKET. Net United States imports reach $450,000,000 . . . 93% American Brand name products.

Only the Puerto Rican Network is especially designed to give you complete coverage of this important radio-minded market — PUERTO RICO.

Furthermore, each member station is the leader in its community! And that is because of the outstanding network programs, plus local programming "know-how."

Only The Puerto Rican Network Gives Complete Coverage of the Island

For Complete Information, Rates, Availabilities, Please Contact:

PUERTO RICAN NETWORK, INC.
POST OFFICE BOX 4563
SAN JUAN, PUERTO RICO

Harwood Hull, Jr.
General Manager

MELCHOR GUZMAN COMPANY, INC.
45 ROCKEFELLER PLAZA
NEW YORK 20, NEW YORK Circle 7-0624

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in the United States and Canada

ALBERTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
GRANDE PRAIRIE							
CFGP 1937	1050 1,000	Northern Bcstg. Corp. 2311	Trans-Canada All-Canada Weed	J. E. Thomson, p A. J. Balfour, gm J. Soars, cm	J. Wilson, pd Gene Ross, pmm J. deRoaldes, ce	Ken Dunstan, fd Bill Dunbeck, sd Kate Haas, wd	Wld. PN Marc.
LETHBRIDGE							
CJOC 1926	1220 5,000 DA-N	Lethbridge Bcstg. Ltd. 1015 3rd Ave. S. 3161	Trans-Canada All-Canada Weed	H. R. Carson, p Norman Botterill, gm Cameron A. Perry, cm	Robert Charman, pd Edward Conville, pmm R. A. Reagh, ce	W. H. S. Skelton. nd Omar Broughton, fd Frank Bird, sd	Assoc., Thes. L-W BUP, CP, PN Marc.
MEDICINE HAT							
CHAT 1946	1270 1,000 DA-2	Monarch Bcstg. Co. 520 First St. 2821	Dominion CBC All-Canada Weed	J. H. Yuill			PN, BUP RCA
RED DEER							
CKRD 1949	1230 250	Central Alberta Bcstg. Co. Foster Block 2083	Dominion Radio Reps. Young	Gordon S. Henry, p & gm Ike Kaila, cm	Ned Corrigall, pd & sd Tony Booker, ce	C. Bowers, nd R. Enno, wd	Cap. BUP G

BRITISH COLUMBIA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations			Transc. Library, News Service Transmitter
CHILLIWACK							
CHWK 1927	1270 1,000 DA-1	Fraser Valley Bcstrs. Ltd. 50 Yale Rd. E. 7511	Dominion Trans-Canada All-Canada Weed	C. Casey Wells, p Jack Pilling, mngng. d & ce W. G. Teetzel, cm	J. M. Maclachlan, pd Margaret Cormack, pmm Wally Clark, nd	Bob Hall, sd Ethel Luxton, wd	Cole BUP GE
DAWSON CREEK							
CJDC 1947	1350 1,000	Radio Station CJDC Ltd. 2nd Ave. 216	Trans-Canada Radio-Reps. Cooke	W. B. Michaud, p Lewis R. Roskin, gm Wilfrid Laverne, pd	LeRoy Tansem, pmm William Gordon, ce Roy Darling, nd	W. Velander, fd Jon Leyne, sd Marjorie Jameison, wd	Assoc. PN Marc.
KAMLOOPS							
CFJC 1926	910 1,000	Interior Bcstrs. 310 St. Paul St. 1021					
KELOWNA							
CKOV 1931	630 1,000	Okanagan Bcstrs. Ltd. P. O. Box 1481 3331	Trans-Canada All-Canada Weed	J. H. Browne, o & p Dennis Reid, asst. m & sd	Freda Woodhouse, pd, prom. d & wd J. Fred Weber, ce	J. D. Bews, nd	Thes., L-W PN NE
NANAIMO							
CHUB 1949	1570 1,000	Standard Bcstg. Co. Malaspina Hotel 1610	Natl. Sales Hunt, Cooke	C. J. Rudd, mgr. Sheila Hassell, sls d Bill Dobson, pd	Lew Fox, pmm Ross MacIntyre, ce Jim Bogyo, nd & sd	Nancy Heath, wd	St., Wld. PN, R GE
NELSON							
CKLN 1939	1240 250	News. Publ. Co. 266 Baker St. 19	Pacific Stovin	A. R. Ramsden, gm, cm, pmm, pd & ce	W. Lea, nd F. Boates, sd	M. Mailman, wd	PN RCA
NEW WESTMINSTER							
CKNW 1944	1320 1,000	International Bcstg. Co. Ltd. 227 Columbia St. 8012	Natl. Sales Forjoe	William Rea Jr., p Phil Baldwin, asst. m Hal Davis, pdm	Vern Wileman, ce Alan Macnab, pmm Jim Cox, nd	Rolly Ford, natl. adv. m Hugh Wallace, loc. sls. m Donna Powers, wd	Assoc. St., Cole PN, BUP RCA
PENTICTON							
CKOK 1948	800 1,000-D 500-N	CKOK Ltd 125 Nanaimo Ave. W. 800	Radio Reps. Cooke	Maurice P. Finnerty, mngng. d Roy G. Chapman, sm Bruce A. T. Howard, cm	Vince A. Duggan, pd & nd Ed Britton, fd	Dave Roegele, sd	St. PN GE
PORT ALBERNI							
CJAV 1946	1240 250 DA-N	CJAV Ltd. 735 3rd Ave. N. 604	CBC Natl. Sales Hunt, Cooke	Harold E. Warren, p Kenneth Hutcheson, mngng. d J. Geoffrey Holmes, cm	Thomas A. Rannie, pdm Lyall B. Feltham, pmm & nd Ross McIntyre, ce	James Robson, sd	Cole, Cap. L-W AP, PN, WE
PRINCE GEORGE							
CKPG 1946	550 250	Radio Station CKPG Ltd. P. O. Box 940 140	Trans-Canada All-Canada Weed	Frank H. Elphicke, p Cecil G. Elphicke, gm Jack E. Carbutt, cm	Chas. Cawdell, pd, pmm & sd	Mac MacKenzie, ce	NE
PRINCE RUPERT							
CFPR 1938	1240 250	Northwest Bcstg. & Service (CBC lessee) 336 2nd Ave. 863	CBC Trans-Canada	J. A. Ouimet (CBC)			
TRAIL							
CJAT 1932	610 1,000	Kootenay Bcstg. Co. Ltd. 815 Victoria St. 1840	CBC All-Canada Weed	John W. Loader, m Don G. Marshall, cm	J. P. Kobluk, pdm John D. Hepburn, ce	Charles Whiten, nd Jim Bogyo, sd	Assoc. PN RCA
VANCOUVER							
CBU 1936	1400 10,000	Canadian Bcstg. Corp. 701 Hornby St. Marine 6121	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm Kenneth Caple, rep.	Ron C. Fraser (CBC), press info. & serv. d Gordon W. Olive (CBC), engnrg. d	D. C. McArthur (CBC), nd A. K. Morrow (CBC), fd	BUP, R,
CJOR 1926	600 5,000 DA-1	CJOR Ltd. 846 Howe St. Marine 6464	Dominion Stovin, Young	George C. Chandler, p & gm Don Laws, cm Wally Peters, pd	Hector Christie, pmm Arthur H. Chandler, ce Bill Wellwood, exec. asst.	Keith Cutler, nd Hal Rodd, sd (Miss) Laddie Watkis, wd	Thes., M UP, PN, BUP, NE
CKMO 1922	1410 1,000 DA-N	B. C. Bcstg. System 812 Robson St. Marine 1271	Renaud, Cooke	Mrs. R. J. Sprott, p Mrs. K. M. Willis, mngng. d	R. Fortune, pd D. Rogers, ce Clare Copland, slm	Roy Jacques, nd Norm Griffin, pd	SES, Ass BUP RCA
CKWX 1923	980 5,000 DA-1	Western Bcstg. Co. Ltd. 543 Seymour St. Tatlow 5131	MBS	A. Holstead, p F. H. Elphicke, m Sam G. Ross, asst. m	Jack L. Sayers, cm Laurie Irving, pd Ken Hughes, pmm	Chas. Smith, ce A. G. Cannings, nd Norm Griffin, fd	PN, BUP RCA

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CBC marks 1953

with expanded facilities . . .

extended program service

. . . *and* television

CBC facilities and service stand at a new high level

AM

French-speaking listeners in Northern Ontario and the Prairies are now served with CBC programs in French . . . by the westward extension of the CBC French Network to privately-operated stations in Sudbury, Timmins, St. Boniface, Gravelbourg, Saskatoon and Edmonton.

More extensive program service is also available to English-speaking listeners, coast-to-coast. The CBC Dominion Network, maintaining its varied *evening schedule*, has expanded still more its *daytime* program services.

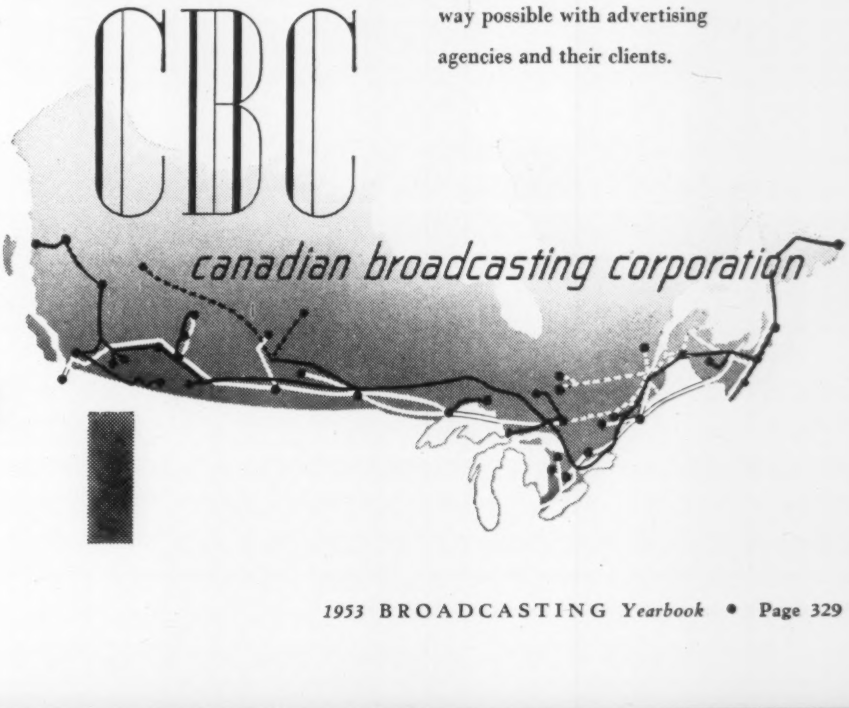
The Trans-Canada Network, with a daily sixteen-hour schedule in all six of Canada's time zones, continues to bring to listeners the best in music, drama and comedy . . . news, information and public service programs . . . new features and greater variety.

TV

To its nationwide service via *network radio*, TV has been added in Canada's two biggest markets. CBFT-Montreal and CBLT-Toronto are now in operation. Additional CBC television stations are planned for other regions.

As Canada's economy rises . . . as its population grows and its markets steadily increase . . . CBC service continues to expand.

In the use of these expanded facilities . . . network radio *and* television . . . and in the development of top-flight programs . . . the CBC stands ready to co-operate in every way possible with advertising agencies and their clients.



COMMERCIAL DIVISION

354 Jarvis St., Toronto 5
Ontario.
1425 Dorchester St. W., Montreal 25
Quebec.

BRITISH COLUMBIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
VERNON							
CJIB 1947	940 1,000	Interior Bcstrs. Ltd. 3330 30th Ave. 900	CBC, Dominion Radio Reps. Cooke	A. G. Seabrook, gm L. L. Scott, cm Don McGibbon, pd	Loren Merriman, ce Don Warner, sd	Nyra Groves, wd	Assoc. PN RCA
VICTORIA							
CJVI 1940	900 1,000 DA-1	Island Bcstg. Co. 620 View St. Garden 8653	All-Canada Weed	Timothy Matson, p W. M. Guild, gm Lee Hallberg, cm	Vern Groves, pd Jim Crawford, pmm Joe Sommers, ce	Cam Perry, asst. m Rudy Hartman, nd Ted Reynolds, sd	Thes. PN RCA
CKDA 1950	1340 250	Capital Bcstg. System Ltd. 1450 Douglas St. Garden 9311	Radio Reps.	David M. Armstrong, p & gm Gordon M. Reid, cm Edward Farey, pd	Sidney S. Lancaster, pmm Norman E. Berquist, ce David G. Hill, pdm	Don Wilson, nd Bill Stephenson, sd	St. BUP GE

MANITOBA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
BRANDON							
CKX 1928	1150 1,000	Western Mantioba Bcstrs. City Hall Square 4532	Dominion Radio Reps. Young	John B. Craig, p & gm Ernie D. Holland, cm Eric Davies, pd	Archie Olson, pmm Humphrey Davies, ce	Ken Milton, sd	Wld., Thes. PN NE
DAUPHIN							
CKDM 1951	1230 250	Dauphin Bcstg. Co. Ltd. 22	Radio Reps. Young	Dr. M. Potoski, p David M. Hughes, gm Ralph D. Bagley, cm & sd	Jack M. Henderson, pd Gordon Shave, ce Lee Sage, nd	Bob Dale, fd Mary McGregor, wd	Thes. PN GE
FLIN FLON							
CFAR 1937	590 1,000	Arctic Radio Corp. Ltd. 75 Hill St. 590	Trans-Canada	C. H. Whitney, gm J. Thiele, cm	T. Nelson, pd G. Woodward, ce	E. Smallwood, nd	PN
ST. BONIFACE							
CKSB 1946	1250 1,000 DA-2	Radio-St. Boniface Limitee 607 Langevin St. 204-865	CBC Renaud McGillvra	Celestin Champagne, p Roland Couture, gm & cm Rene Dussault, pd	D. R. Thomson, ce Norbert Prefontaine, nd Maxime Desaulniers, fd	Etienne Bohemier, sd Rosemarie Bissonette, wd	Assoc. BUP WE
WINNIPEG							
CBW 1948	990 50,000	Canadian Bcstg. Corp. 300 Manitoba Tele. Bldg. 922191	CBC	J. A. Ouimet (CBC), gm James R. Finlay (CBC), rep. Gordon W. Olive (CBC), engng. d	W. E. Powell (CBC), cm Ron C. Fraser (CBC), press info. & serv. d	Nairn Mogridge, sm D. C. McArthur (CBC), nd	BUP, R CP
CJOB 1946	1340 250	Blick Bcstg. Ltd. Lindsay Bldg. 926-374	Radio Reps. Young	J. O. Blick, p A. J. Messner, cm Geo. C. Davies, pd	H. J. Gibson, pmm R. V. Durie, ce N. V. Williams, contin. ed.	A. S. Bready, nd	Assoc., St. L-W Thes., Wld. CP, BUP NE
CJOB-FM *1948*	*Chan. 276* *103.1mc* *0.25kw*						
CKRC 1934	630 5,000 DA-N	Trans-Canada Communications 300 Carlton St. 922-266	Dominion All-Canada Weed	Victor Sifton, p Wm. A. Speers, gm B. M. Pirie, cm	J. M. Hill, pd F. M. Desouroy, pmm A. W. Hooper, ce	Ev. Dutton, nd	L-W, St. PN, BUP RCA
CKY 1950	580 5,000 DA-N	Bcstg. Station CKY 432 Main St. 93-1531	Stovin, Cooke	Lloyd E. Moffatt, p A. R. MacKenzie, gm W. E. Collier, cm	E. R. McCrea, pd & nd G. Keith, pmm S. Gilman, ce	E. Derback, fd J. Keilback, sd Margaret Hood, wd	Cap., Assoc. SES BUP, CP NE

NEW BRUNSWICK

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
CAMPBELLTON							
CKNB 1939	950 1,000 DA-N	Restigouche Bcstg. Co. Ltd. 110 Water St. 8	Dominion CBC Maritime Hardy, Weed	J. W. MacDonald, p Dr. Chas. Houde, mngng. d	C. S. Chapman, sm R. D. Richards, pd	W. H. Harper, pmm L. P. Paquet, ce	.... PN NE
EDMUNDSTON							
CJEM 1944	1380 1,000	Edmundston Radio Ltd. 91 Canada Rd. 880	Stovin Young	Hon. Jules A. Brilliant, o Maurice Lacasse, gm Georges Guerrette, cm & pmm	Raynald Teasdale, pd & nd Yvon Roy, ce Leopold Bedard, fd	Jean Marie Carney, wd	SES. PN WE
FREDERICTON							
CFNB 1923	550 5,000 DA-N	Radio Station CFNB	Trans-Canada All-Canada Weed	D. Malcolm Neill, gm H. L. McFee, sls & pmm	Jack T. H. Fenety, pd	Glenn D. Love, ce	Thes. BUP Radio P Marc.
MONCTON							
CKCW 1934	1220 5,000 DA-N	Moncton Bcstg. Ltd. Knights of Pythias Bldg. 9111	CBC, Dominion Stovin Young	Fred A. Lynds, p T. H. Tonner, cm Michael Wood, pd	Reg. Stockall, pmm A. J. White, ce Dane Crosby, nd	Earl Ross, sd Joan Nelson, wd	Wld BUP Radio P RCA
NEWCASTLE							
CKMR 1949	1240 250	Miramichie Bcstg. Co. Ltd. Castle St. 690					

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SACKVILLE

CBA 1939	1070 50,000	Canadian Bcstg. Corp. 100 Sackville St. Halifax, N. S. 3-6188	CBC	J. A. Ouimet (CBC), gm W. E. S. Briggs, rep. Gordon W. Olive (CBC), engng. d	W. E. Powell (CBC), cm Ron C. Fraser (CBC), press info. & serv. d	D. C. McArthur (CBC), nd	.... CP BUP, R ....

SAINT JOHN

CFBC 1946	930 5,000 DA-1	Fundy Bcstg. Co. Ltd. 68 Carleton St. 3-2421	Dominion Natl. Sales Hunt, Weed	Dr. A. M. A. McLean, p Robt. T. Bowman, gm Cyril F. Bedford, cm	Wm. Tonner, pd Richard J. Gallagher, pmm Harold M. Stout, ce	Donald Armstrong, pdm David Orr, nd R. Gordon Smith, sd	St. BUP Radio Press RCA
CHSJ 1934	1150 5,000 DA-N	New Brunswick Bcstg. Co. Ltd. 14 Church St. 3-3304		George A. Cromwell, gm			.... PN NE
CHSJ-FM *1947*	*Chan. 263* *100.5mc* *0.32kw*						

NEWFOUNDLAND

CORNER BROOK

CBY 1949	790 1,000	Canadian Bcstg. Corp. Corner Brook	CBC	J. A. Ouimet (CBC), gm William F. Galgay, reg. rep W. E. Powell (CBC), cm	C. V. Hierlihy, sm E. D. Long (CBC), wd Ron C. Fraser (CBC), d press & info. ser.	Gordon W. Olive, d engrg. D. C. McArthur (CBC), nd A. K. Morrow (CBC), fd	CP BUP R

GANDER

CBG 1949	1450 250	Canadian Bcstg. Corp. Gander	CBC	J. A. Ouimet (CBC), gm William F. Galgay, reg. rep. W. E. Powell (CBC), cm	A. W. Barrett, sm Ron C. Fraser (CBC), d press & info. ser. Gordon W. Olive, d gen. engrg.	D. C. McArthur (CBC), nd A. K. Morrow (CBC), fd E. D. Long (CBC), wd	CP BUP R

GOOSE BAY

*CGB	1350 250	Royal Canadian Air Force Goose Bay					

GRAND FALLS

CBT 1949	1350 1,000	Canadian Bcstg. Corp. Grand Falls	CBC	J. A. Ouimet (CBC), gm William F. Galgay, reg. rep. W. E. Powell (CBC), cm	J. J. Grace, act. sm A. K. Morrow (CBC), fd Gordon W. Olive, d gen. engrg.	Ron C. Fraser (CBC), d. press & info. ser. D. C. McArthur (CBC), nd	CP BUP R

Are Sales Problems Tieing Your Hands in any of these 29 Key Markets?

CHWK	Chiliwack	CFAC	Calgary	CKRC	Winnipeg	CKLW	Windsor
CFJC	Kamloops	CJCA	Edmonton	CFPL	London	CFCF	Montreal
CKOV	Kelowna	CFGP	Grande Prairie	CFRA	Ottawa	CFCY	Charlottetown
CKPG	Prince George	CJOC	Lethbridge	CFRB	Toronto	CFNB	Fredericton
CJAT	Trail	CHAT	Medicine Hat	CJCS	Stratford	CHNS	Halifax
CKWX	Vancouver	CKBI	Prince Albert	CKOC	Hamilton	CJCB	Sydney
CJV!	Victoria	CKCK	Regina	CKSO	Sudbury	CJLS	Yarmouth
						CJON	St. John's Nfld.

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MARKETS . . . You broadcast only where it will do the most good—eliminate waste circulation — turn blanket coverage into bull's eye concentration!

STATIONS . . . You pick the key station in every market area . . . capitalizing on local listening habits and audience building adjacencies.

TIMES . . . You broadcast only when your audience is there — everywhere — regardless of time zones!

VEHICLES . . . You showcase your selling message with programs and announcements, "live" or transcribed. Regionally or nationally, SELECTIVE RADIO lets you pick the type of campaign that matches your product and fits your budget.

AUDIENCE . . . You aim your advertising to reach an urban or rural audience—or both. Selective Radio takes your sales message home, in the most isolated areas and in densely populated urban centers!

Call the All-Canada Man Today!

ONLY SELECTIVE RADIO GIVES YOU COMPLETE CAMPAIGN CONTROL

ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

NEWFOUNDLAND—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
HARMON FIELD							
•VOHF 1945	1490 50	U. S. Air Force Harmon Field					
ST. JOHN'S							
CBN 1949	640 10,000	Canadian Bcstg. Corp. St. John's	CBC	J. A. Ouimet (CBC), gm William F. Galgay, reg. rep. W. E. Powell (CBC), cm	Gordon W. Olive (CBC), d gen. engrg. Ron C. Fraser (CBC), d. press & info. ser.	D. C. McArthur (CBC), nd A. K. Morrow (CBC), fd	CP BUP R
CJON 1951	930 5,000	NFLD Bcstg. Co. Ltd. Broadcasting House 7105	Weed All-Canada	G. W. Stirling, p & gm D. Jamieson, pdm F. Dawe, cm	A. Harnett, pd F. Webster, pmm O. Hierlihy, ce	Bren. Walsh, nd J. White, fd J. MacDonald, sd	CP, PN Marc.
•VOAR 1931	1230 100-D	Seventh-Day Adventists 106 Freshwater Rd. Box 574 6760					
VOCM 1936	590 1,000	Colonial Bcstg. System, Ltd. Water St. at McBride's Hill 3148	Stovin Weed	Joseph L. Butler, mngng. d & nd Mengie Shulman, m & cm	J. M. Murdoch, pd & pmm W. B. Williams, ce	Ron Hayward, sd	Wld., Thes. CP, PN RCA
•VOWR	700 500-SH	Wesley Radio Board Patrick St.					

NORTHWEST TERRITORY

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive			Transc. Library, News Service Transmitter
HAY RIVER							
CFHR (CP)	1490 100						
NORMAN WELLS							
CFNW (CP)	1240 100						
YELLOW KNIFE							
•CFYP 1949	1450 150	Dept. of Nat'l Defense Yellowknife 94		Rev. Judson Stade, Chrmn. of Brd.	Gordon Betts, pd		

NOVA SCOTIA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive			Transc. Library, News Service Transmitter
ANTIGONISH							
CJFX 1943	580 5,000 DA-1	Atlantic Bcstrs. Ltd. Broadcasting Bldg.	Dominion Natl. Bcst. Sales Young	J. Clyde Nunn, mngngd	James Borroughs, slm		L-W PN
BRIDGEWATER							
CKBW 1947	1000 1,000	Acadia Bcstg. Co. Ltd. 399 King St. 445	Trans-Canada Radio Reps. Cooke	C. J. Morrow, p John F. Hirtle, mngng. d James A. MacLeod, sm & nd	Howard E. MacLean, cm Douglas B. Hirtle, ce	Lester L. Rogers, slm Gerald Regan, sd	Assoc. PN RCA
HALIFAX							
CBH 1947	1330 100	Canadian Bcstg. Corp. 100 Sackville St. 3-6188		J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm W. E. Briggs, reg. rep.	Ron C. Fraser (CBC), d press & info. service Ken Homer, press & info. rep.	Gordon W. Olive (CBC), d gen. engrg. S. R. Kennedy, sm	CP BUP R
CHNS 1926	960 5,000 DA-N	Maritime Bcstg. Co. Ltd. 10 Tobin St. 3-8318	CBC Dominion Weed All-Canada	Andrew W. Robb, p Wm. Coates Borrett, vp	Douglas A. Grant, bus. m Gerald J. Redmond, sta. d	Arthur W. Greig, ce	Thes., L-W PN, BUP NE
CHNS-FM *1949*	*Chan. 241* *96.1mc* *0.25kw*						
CJCH 1944	920 5,000 DA-N	Chronicle Co. Ltd. Lord Nelson Hotel 3-7311	Mulvihill Young	B. P. McCurdy, p E. Finlay MacDonald, gm Clair L. Chambers, cm	William E. Fulton, pd Howard E. Gerard, traffic d A. R. MacWilliams, ce	Ed Morris, nd Pat Connolly, sd Abbie Lane, wd	Wld., Assoc. PN NE
KENTVILLE							
CKEN 1948	1490 250	Evangeline Bcstg. Co. Ltd. Kentville 400	Alexander Young	A. M. Bishop, p & ce J. A. C. Lewis, gm	B. M. Butler-Gray, cm W. A. Bishop, pd	M. C. MacQuarrie, pd	L-W PN GE
SYDNEY							
CBI 1948	1570 1,000	Canadian Bcstg. Corp. 247 Charlotte St.		J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm Gordon W. Olive, d gen. engrg.	Ron C. Fraser (CBC), d press & info. ser. L. B. McDonald, sm D. C. McArthur (CBC), nd	A. K. Morrow (CBC), fd Elizabeth D. Long (CBC), wd	CP BUP R
CJCB 1929	1270 5,000-D 1,000-N	Cape Breton Bcstrs., Ltd. Radio Bldg. 5596	CBC All-Canada, Weed	J. W. Nathanson, p & gm R. M. Burchell, cm C. R. Huggins, sd	L. W. Taylor, pmm A. Vernon, ce R. E. Bennett, nd	D. MacIsaac, sd Ann Terry, wd	Thes., L-W PN Marc.
CJCB-FM *1948*	*Chan. 235* *94.9mc* *0.25kw*						

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TRURO							
CKCL 1947	1400 250	Colchester Bcstg. Co. Ltd. 7 Pleasant St. 491	Renaud	J. A. Manning, p & mgng. d Lloyd Cavanagh, pd & fd	E. S. Bernasconi, ce Graham Galloway, nd	Bob Vanstone, sd Shirley Haley, wd	Assoc. BUP NE
WINDSOR							
CFAB 1946	1450 250	Evangeline Bcstg. Co. Ltd. Windsor 2111	Alexander Young	A. M. Bishop, p & ce J. A. C. Lewis, gm	B. M. Butler-Gray, cm W. A. Bishop, pd	C. R. Huggins, sd	L-W PN NE
YARMOUTH							
CJLS 1934	1340 250	Gateway Bcstg. Co. Ltd. 222 Main St. 500	CBC Maritime Weed All-Canada	Donald L. Smith, p, gm, cm & ce Denny Comeau, pd, nd & sd	Wm. Singer, pmm	Gene Alton, fd & wd	CP NE

ONTARIO

BARRIE							
CKBB 1949	1230 250	Ralph T. Snelgrove 26 Elizabeth St. 5585		Ralph T. Snelgrove, p & gm			AP RCA
BELLEVILLE							
CJBQ 1946	1230 250	Quinte Bcstg. Co. Ltd. P. O. Box 153 320	Dominion Young, Stovin	A. McLean Haig, p W. H. Stovin, m F. C. Murray, asst. m	H. J. MacDonald, cm C. W. Hannah, pd J. B. Buchanan, ce	P. R. Flagler, fd J. Devine, sd	Wld. Thes. PN WE
BRANTFORD							
CKPC 1923	1380 1,000 DA-D	The Telephone City Bcst. Ltd. 525 Colborne St. 3-2664	Dominion Alexander	Mrs. F. M. Buchanan, mngng. d H. Bremner, gm & cm R. Hancock, ce	Bob Dorsey, nd M. Warren, fd Arnold Anderson, sd	Mrs. M. Frowe, wd Miss M. Kitchen, traffic	Wld., Cap. BUP NE
CKPC-FM *1948*	*Chan. 234 (A)* *94.7mc* *0.4kw*						
BROCKVILLE							
CFJR 1943	1450 250	Jack R. Radford King St. W. 4628	Trans-Canada Dominion Stovin, Young	Jack R. Radford, p, mngng. d, cm & nd Ian Thomson, pd & pmm John G. Brasford, ce	Edgar Clow, fd Tom Statham, sd	Helen Everetts, wd	BUP RCA
CHATHAM							
CFCO 1926	630 1,000 DA-1	John Beardall 42 King St. W. P. O. Box 277 2626	Dominion	John Beardall, p & gm P. A. Kirkey, com. d. Stewart Brandy, pd	Gordon D. Brooks, ce	Eunice Gardiner, nd & wd	L-W, Cole BUP NE
CORNWALL							
CKSF 1945	1230 250	Daily Standard Freeholder 36 Pitt St. 4800	Dominion Stovin, McGillvra	Howard Fleming, p Fred H. Pemberton, m Carl Fisher, prod. d & sd	Mahlon Clark, ce	Carl Cocan, wd	Thes. PN Marc.
CKSF-FM *1945*	*Chan. 284 (A)* *104.3mc* *0.6kw*						
FORT FRANCIS							
CKFI 1944	800 1,000-D 500-N	Bcstg. Station CKFI Ltd. 240 Scott St. 200	KBS, CBS Hunt, Messner Alexander, Cooke	J. G. McLaren, p & gm W. H. McLellan, cm Charles Renaud, pd	Gordon McBride, fd, pmm & sd Richard Endseth, ce Ted Ashton, slm	Andrew Marquis, nd Joyce Taylor, wd	PN NE
FORT WILLIAM							
CKPR 1931	580 1,000	H. F. Dougall Co. Ltd. Radio Hall, Victoria Ave. 3-3477	CBC Young Stovin All-Canada	H. F. Dougall, p G. D. Jeffrey, cm J. P. Friesen, pd & nd	F. B. Brand, pmm W. T. Ross, ce	Pauline Chorniuk, wd	Thes. PN RCA
CKPR-FM *1950*	*Chan. 232 (A)* *94.3mc* *0.25kw*						
GUELPH							
CJOY 1948	1450 250	CJOY Ltd. Bond Bldg. 5500	Radio Reps. Cooke	Wallace Slatter, p & sm Fred Metcalf, secy.-treas. & cm Donald LeBlanc, pd	D. A. Page, ce John Latimer, nd Carl Banas, fd	Hugh Bowman, sd Beth Hunter, wd	Assoc. L-W PN RCA
HAMILTON							
CHML 1927	900 5,000 DA-N	Maple Leaf Bcstg. Co. Ltd. 848 Main St. E. 9-2411	Dominion Natl. Sales Young, Hunt Stevens & Towndrow	Kenneth D. Soble, p Tom E. Darling, gm A. M. Anderson, asst. m	W. D. Whitaker, cm R. D. Alexander, pd Bernie Gillespie, nd	Norm Marshall, sd Edna Forman, co-wd Jane Gray, co-wd	Assoc., St. PN RCA
CHML-FM *1948*	*Chan. 234* *94.1mc* *0.4kw*						
CJXH (FM) *1949*	*Chan. 275* *102.9mc* *9.2kw*	*Hamilton Spectator* *163 Jackson St. W.* *7-1141*					
CKOC 1922	1150 5,000 DA-N	Wentworth Radio Bcstg. Co. Ltd. 32 John St. N. 7-4483	CBC Trans-Canada Weed All-Canada	H. R. Carson, p W. T. Cranston, gm L. A. Westmoreland, cm	J. Lyman Potts, asst. m Mary Alice Hill, pmm Leslie Horton, ce	Gordon Morris, nd Perc Allen, sd Joan Pritchard, wd	Wld., Thes PN, BUP Marc.
KENORA							
CJRL 1938	1220 1,000	Carl Johnson Johnson Block 6212		Carl Johnson, p			Thes. CP NE
KINGSTON							
*CFRC	1490 100	Queens' Univ. Fleming Hall					
CKWS 1942	960 5,000 DA-2	The Brookland Co. 306 King St. 4405	Trans-Canada Natl. Sales Cooke	Sen. W. R. Davis, p Roy W. Hofstetter, m E. L. Jones, cm	W. Luxton, pd J. Pollie, pmm	B. Cobb, ce	L-W, Thes. PN RCA
CKWS-FM *1947*	*Chan. 242* *96.3mc* *0.25kw*						

ONTARIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
KIRKLAND LAKE							
CJKL 1934	560 5,000	Roy H. Thompson Government Rd. Woolworth Bldg. 27	CBC Natl. Sales Cooke	Roy H. Thompson, p J. M. Davidson, gm G. W. Burnett, m	Don Nairn, pd Gord Shale, pmm Cy Spence, ce	Jack Weatherwax, cm Gord Davidson, nd Bill Straitan, fd	L-W, Thes. PN RCA
CJKL-FM *1948*	*Chan. 229* *93.7mc* *0.25kw*						
KITCHENER							
CFCA(FM) *1949*	*Chan. 291* *106.1mc* *10kw*	*Pollock Enterprises Ltd.* *47 King St. W.*		*Carl A. Pollock, p & gm*			*Wld.* *Canadian Press*
CKCR 1929	1490 250	K-W Bcstg. Co. Ltd. 125 King St. W. 3-3628	CBC Renaud Young	G. Liddle, p Etta G. Mitchell, vp James C. Mitchell, cm	Stu. Monroe, pd Bill Moyer, pmm Bill Marchand, ce	Dick Austin, nd E. Hubble, wd	Assoc. PN RCA
CKCR-FM *1948*	*Chan. 244* *96.7mc* *0.35kw*						
LONDON							
CFPL 1933	980 5,000 DA-2	London Free Press Prntg. Co. Ltd. 442 Richmond St. 4-2121	Dominion All-Canada Weed	W. J. Blackburn, p & mngng. d M. T. Brown, gm D. C. Trowell, cm & pmm	R. A. Reinhart, pd G. A. Robitaille, ce J. V. Trethewey, nd	Roy Jewell, fd K. F. Ellis, sd (Mrs.) Mary Ashwell, wd	L-W, Wld. PN RCA
CFPL-FM *1948*	*Chan. 244* *95.9mc* *4.44kw*						
NIAGARA FALLS							
CHVC 1947	1600 5,000-D 1,000-N DA-N	Radio Station CHVC Ltd. Rainbow Bridge 4110	Cooke Alexander	B. Howard Bedford, p A. W. Blakely, prod. d R. H. Hamilton, adv. m	Bill Killough, prom. d Tom Bilesko, ce Jack Burghardt, m (Welland)	Bob Douglas, nd Droomy Hewett, sd Ruth Chantrey, wd	Thes. BUP WE
NORTH BAY							
CFCH 1931	600 1,000	Northern Bcstg. Co. Ltd. Fraser St. 2400	CBC	Roy H. Thompson, p & gm Bill King, cm			.... PN RCA
CFCH-FM *1949*	*Chan. 292* *106.3mc* *0.25kw*						
ORILLIA							
CFOR 1945	1570 1,000	Gordon E. Smith 101 Mississaga St. E. 3511	CBC Stovin	Gordon E. Smith, p & gm Alex C. Gilmour, cm Pete McGarvey, pd & fd	Russ Waters, pmm George Slinn, ce Bill Bramah, nd	Dave Livingstone, sd Nora North, wd	Cole Wld., Assoc BUP RCA

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HEY—LOOK AT YOUR

*NEIGHBOUR'S BULGING BILLFOLD!

YES—Canada's a pretty wealthy guy right now. Got lots of cash—good old-fashioned folding money which he's ready to lay out on most anything you can sell him. Been doing particularly well just lately. Gotten him some nice oil strikes up in Alberta. Turned up uranium in Saskatchewan and a whole raft of iron ore in Labrador. Owns quite a parcel of heavy industry in Quebec and right down through Ontario. And the old family business of lumber and gold and fishing don't exactly bring in chicken-feed, either.

Always been the States' best customer. Likes much the same things you do—for himself, his home, the wife and kids. Drives the same autos, reads the same comics, gets just as het up over the World Series. 'N his wife's just like your's, too. Makes the country over at the women's clubs, fusses over Junior's diet, shops more and more at the supermarket.

Only difference is—he's a mite hard for you to get to know. Often speaks two languages, French and English, has quite a few personal quirks you mightn't know about. And times he lives way off where it's plenty tough to reach him.

Except by radio. Canada listens to radio most all the time—and most everywhere. For his leisure he just naturally likes to pull up a chair and visit with the folks at his local station. And whether he speaks French or English, Canada and radio are right friendly. Takes radio's advice on what to buy—and he sure buys plenty. Spent nigh on 10½ billion dollars last year, just in the stores.

Yes sir! That's Canada, your customer. How's about letting us go get him for you.

"In Canada you sell 'em when you tell 'em!"

* Canadian spelling!

A message from the 115 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million Canadian homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Canada • 37 Bloor St. West, Toronto 5, Ontario

OSHAWA							
CKLB 1946	1240 250 DA	Lakeland Bcstg. Co. 16 Centre St. 3-3415	CBC Alexander McGillvra	A. H. Collins, p & gm Gordon G. Garrison, cm & pmm Ken Philips, pd & nd	Burt McCollum, ce Paul Summerville, sd	(Mrs.) Mary Vollmer, wd	Wld., L-W CP RCA
OTTAWA							
CBO 1924	910 1,000	Canadian Bcstg. Corp. Chateau Laurier 2-1151	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm C. P. Wright, sm	Ron C. Fraser (CBC), press & info. serv. d D. C. McArthur (CBC), nd	Gordon W. Olive (CBC), engng. d A. K. Morrow (CBC), fd	.... CP, BUP, R ....
CBO-FM *1948*	*Chan. 277* *103.3mc* *0.38kw*						
CFRA 1947	560 1,000 DA-2	Frank Ryan Auditorium 3-6241	All-Canada Weed	Frank Ryan, p & fd D. L. Martin, asst. m	Tom Foley, pmm & sd T. Kielty, asst. pmm	Campbell McDonald, nd	Cap., Wld., St. BUP G
CFRA-FM *1948*	*Chan. 230* *93.8mc* *0.25kw*						
CKOY 1949	1310 5,000-D 1,000-N DA-N	CKOY Ltd. 272 Somerset St. W. 2-2641	CBC Natl. Sales Cooke	Duncan McTavish, p Dan V. Carr, gm Jack Thompson, cm	Keith Stirling, pd Michael Sinelnikoff, pmm Jack Pond, ce	Jack Alexander, nd Prof Daly, sd Pat Kenney, wd	Thes., Cap. Assoc. PN, BUP RCA
OWEN SOUND							
CFOS 1940	1470 1,000 DA-N	Grey & Bruce Bcstg. Co. Ltd. 270 9th St. E. 1940	Dominion Stovin Young	Howard Fleming, p W. N. Hawkins, gm D. Ferry, cm	E. Smith, pd & nd J. McAsh, pmm R. Turnpenny, ce	L. Phillips, fd W. Daw, sd I. Doyle, wd	Wld. PN RCA
PEMBROKE							
CHOV 1942	1350 1,000 DA-1	The Ottawa Valley Bcstg. Co. Ltd. 197 Albert St. 1350	CBC Stovin Young	E. Gordon Archibald, p, gm & fd	Ramsey F. Garrow, c & pmm William K. Kutschke, pd, n & sd	W. Edwin Schmidt, ce Betty Miller, wd	Thes., SES. BUP RCA
PETERBOROUGH							
CHEX 1942	1430 1,000 DA-2	The Brookland Co. Ltd. Hunter St. 2-0451	CBC Natl. Bcst. Sls., Cooke	W. Rupert Davies, p D. R. Laurie, sm D. Burrows, pd	G. Grady, cm A. E. Crump, ce Paul Reid, nd	Doug Whalen, fd George Ludgate, sd	St., L-W PN RCA
CHEX(FM) *1949*	*Chan. 268* *101.5mc* *0.25kw*	*(CHEX, AM affiliate)*					
PORT ARTHUR							
CFPA 1944	1230 250	Ralph H. Parker Public Utilities Bldg. 5-7651	CBC Dominion Weed Alexander Bcst. Reps.	Ralph H. Parker, p & gm	Paul MacGowan, cm	Al Davidson, pd	St., L-W PN RCA
ST. CATHARINES							
CKTB 1933	620 1,000 DA-N	Niagara District Bcstg. Co. Ltd. 12 Yates St. Mutual 5-7351	Dominion Mulvihill McGillvra Radio Time Sales	W. B. C. Burgoyne, p Mary C. Burgoyne, vp & gm	W. C. Wingrove, m W. H. Allen, ce	John J. Morrison, nd Rex Stimers, sd Elda Flintoft, wd	St. PN RCA
CKTB-FM *1949*	*Chan. 249* *97.7mc* *0.25kw*						
ST. THOMAS							
CHLO 1948	680 1,000 DA-1	Radio Station CHLO Ltd. Radio Centre, Curtis St. 3696	Trans-Canada Cooke Radio Reps.	G. Clarence Nichols, p J. C. Warder, gm & cm L. C. Evans, pd & sd	W. R. Onn, ce	R. Colling, fd	L-W PN NE
SARNIA							
CHOK 1946	1070 5,000-D 1,000-N DA-N	Sarnia Bcstg. Co. Ltd. 148½ N. Front St. Digby 1121	CBC Trans-Canada Natl. Bcst. Sls., Cooke Mulvihill	Claude R. Irvine, p Karl E. Monk, sm Arthur H. J. O'Hagan, cm	Frank Stalley, pd (Mrs.) Ev. Wallace, pmm Robert F. Cooke, ce	Al Baker, nd Buddy Guilfoyle, fd Mac McKenzie, sd	L-W PN RCA
CHOK-FM *1949*	*Chan. 248* *97.5mc* *0.25kw*						
SAULT STE. MARIE							
CJIC 1934	1490 250	J. G. Hyland P. O. Box 218 Algoma 3-1121	CBC Alexander McGillvra	J. G. Hyland, p & gm E. G. Vance, cm J. B. Scully, pd & pmm	D. N. Irwin, ce Lionel McAuley, nd	John Mislan, sd Helen Johnston, wd	Wld. PN RCA
CJIC-FM *1949*	*Chan. 263* *100.5mc* *0.25kw*						
STRATFORD							
CJCS 1935	1240 250	F. M. Squires 125 Ontario St. 1675	CBC All-Canada Weed	Frank M. Squires, p & gm Stanley E. Tapley, cm	Alex L. Smith, pd & pmm John Grigg, ce	Charles Trethewey, nd Bill Inkol, sd	Wld. BUP G.
SUDBURY							
CHNO 1947	1440 1,000 DA-1	The Sudbury Bcstg. Co. Ltd. 166 Elm W. 6-6416	CBC Dominion Renaud Hunt Young	F. Baxter Ricard, p Rene Riel, m Wilf Davidson, pdm & pd	Peter Scott, pmm Wallace Robert, ce Alex Sjoberg, nd	Yvon Couture, fd Joe Spence, sd Judy Jacobson, wd	Assoc. PN RCA
CKSO 1935	790 5,000	CKSO Radio Ltd. 21 Elgin St. N. 7-7505	CBC, Ontario All-Canada Weed	George M. Miller, p W. J. Woodill, gm K. M. Dobson, cm	James McRae, ce Don Martz, sd	Trudy Manchester, wd	Thes. PN Marc.
TIMMINS							
CFCL 1952	580 1,000 DA-1	J. Conrad Lavigne 175 Third Ave. 576-577	CBC Renaud	J. Conrad Lavigne, o & p Lucien Saint-Amand, gm Rene F. Barrette, cm	Laurent Smith, pd Aurele Lacoste, pmm Roch Memers, ce	Robert Millette, nd & fd Leon R. Cloutier, sd Jeanne de Cayen, wd	SES BUP G
CKGB 1933	680 5,000 DA-1	Northern Bcstg. Co. Ltd. Timmins, Ont. 1500	CBC Natl. Bcst. Sls. Cooke	Roy H. Thomson, p H. C. Freeman, m W. Rewegan, cm	J. V. French, pd W. Nadeau, pmm E. Mott, ce	W. Rasmussen, fd G. Cicci, sd A. Valentich, wd	L-W PN RCA
CKGB-FM *1948*	*Chan. 233 (A)* *94.5mc* *0.25kw*						.... *GE*

ONTARIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
TORONTO							
CBL 1927	740 50,000	Canadian Bcstg. Corp. 354 Jarvis St. Midway 5481	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm E. L. Bushnell, pd (gen)	Ron C. Fraser (CBC), press info. & serv. d Harry J. Boyle, pd	Gordon W. Olive (CBC), gen. engrg. d D. C. McArthur (CBC), nd	P, BUP, R
CBL-FM	*Chan. 256* *99.1mc* *5.58kw*						
CBLT (TV) 1953		Canadian Bcstg. Corp.	(For full information see TELECASTING Yearbook)				
CFRB 1927	1010 50,000 DA-2	Rogers Radio Bcstg. Co. 37 Bloor St. W. Princess 5711	CBS All-Canada Young	Harry Sedgwick, p J. Elsworth Rogers, vp Lloyd Moore, gm	Waldo Holden, cm Wes McKnight, pd Ken Marsden, pmm	Clive Eastwood, ce	Wld., Thes. BUP P CA
CFRB-FM *1940*	*Chan. 260* *99.9mc* *0.2kw*						
CHUM 1945	1050 1,000	York Bcstrs. Ltd. 225 Mutual St. Empire 4-4271	McGillvra Alexander	John H. Q'Part, p Robert L. Lee, gm & cm	Leigh Stubbs, pd & wd Aurele Boisvert, ce	Larry Martin, nd Phil Stone, sd	PN, BUP NE
**CJRT(FM)* *1949*	*Chan. 233* *91.1mc* *9.9kw*	*Ryerson Institute of Tech.* *50 Gould St.* *Waverley 2631*	*CBC*	*Eric L. Palin, gm*	*C. Laughton Bird, pd*	*Andrew Kufluk, ce*	Assoc. BUP GE
CJBC 1936	860 50,000	Canadian Bcstg. Corp. 354 Jarvis St. Midway 5481	CBC Stovin	J. A. Ouimet (CBC), gm Ron C. Fraser (CBC), press info. & serv. d	Gordon W. Olive (CBC, engrg. d H. G. Walker, m W. E. Powell (CBC), cm	Bob McGall, pd E. L. Bushnell, pd	CP, BUP, R
CKEY 1944	580 5,000-D DA-2 1,000-N	Toronto Bcstg. Co. Ltd. 444 University Ave. Empire 8-3881	MBS Natl. Bcst. Sls. Cooke	Jack Kent Cooke, p H. E. Cooke, gm J. Turrall, cm	D. W. Insley, pd W. Campbell, pmm A. Taylor, ce	Angus McLellan, nd Joe Crysdale, sd	Wld., Assoc L-W, St. AP, PN, BUP Marc.
CKFH 1952	1400 250 DA-1	Radio Station CKFH 1 Grenville St. Midway 0921	Radio Reps. Weed	Foster W. Hewitt, p Howard C. Caine, gm W. L. Smith, cm	D. Robert Pugh, pd & nd Frank Somerville, pmm Gerald Wilson, ce	William Hewitt, sd	Thes. PN, BUP RCA
WINDSOR							
CBE 1950	1550 10,000	Canadian Bcstg. Corp. Security Bldg.	CBC	J. A. Ouimet (CBC), gm Ron C. Fraser (CBC), press info. & serv. d	W. E. Powell (CBC), cm M. L. Poole, sm Gordon W. Olive (CBC), engrg. d	D. C. McArthur (CBC), nd A. K. Morrow (CBC), fd	CP, BUP, R

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*FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.*

Coverage

in a major market

LONDON CITY AREA *
No. of homes - - - - 35,300
No. of radio homes - - - 34,380
CFPL coverage
Daytime — 97% of radio homes
Night — 94% of radio homes

GREATER LONDON *
(London and Middlesex County)
No. of homes - - - - 47,100
No. of radio homes - - - 44,910
CFPL coverage:
Daytime — 92% of radio homes
Night — 85% of radio homes

Plus

Coverage in 7 additional Counties*

	Daytime	Night
Bruce	14%	11%
Elgin	62%	55%
Huron	62%	47%
Lambton	32%	17%
Norfolk	25%	13%
Oxford	48%	37%
Perth	53%	45%

PRODUCTION QUALITY

Network standards — RCA studio equipment and transmitters — 980 kc., 5000 watts D/N, directional, pattern change at night — 1 K standby-emergency power generator — Studios incorporate approved specifications of CBC, with improvements — Turntables, 78 and 33⅓ — Magnecorder studio tape recording, playback equipment; also portable model for remotes — Presto disc recording equipment — Telephone tape recording unit — Complete tech lab — Top flight personnel — Performance record high.

PROGRAM STRUCTURE

Basic affiliate CBC Dominion Network — Local shows meet network standards, add strong community flavor (some fed to network) — Programs specialized at audience favored times; day-by-day continuity ensures thru'-the-week penetration — Library: 78's, Lang-Worth, Standard and WORLD — Continuity staff — CFPL — FM both satellite and separate. Operating Schedule — 6:00 a.m. to 1:00 a.m. Mon. thru' Fri.; 6:00 a.m. to 2:00 a.m. Sat.; 8:30 a.m. to 1:00 a.m. Sun.

PROMOTION — MERCHANDISING

Program promotion thru' radio, daily newspaper, weekly newspaper — Staff co-operation on special merchandising plans — Data, as requested, on market, distribution, competition, test possibilities, etc.

IN U.S.A., CONTACT WEED & COMPANY; IN CANADA, ALL-CANADA RADIO FACILITIES.

980 CFPL LONDON - CANADA

* BBM SURVEY 1952

WINDSOR (Detroit)

CKLW 1932	800 50,000 DA-1	Western Ontario Bcstg. Co. Ltd. Canada Trust Bldg. Windsor 4-1155 3300 Guardian Bldg. Woodward 1-7200 (Detroit)	MBS Young All-Canada	J. E. Campeau, p & gm E. W. Wardell, cm S. C. Ritchie, pd	A. R. Gloster, pmm W. J. Carter, ce C. E. Gunn, asst. slm	Val Clare, nd Austin Grant, fd Art Laing, sd	INS, BUP Wld., Thes RCA
CKLW-FM 1947	*Chan. 230* *93.9mc* *0.25kw*						

WINGHAM

CKNX 1926	920 1,000 DA-1	W. T. Cruickshank Josephine St. 158	Dominion Alexander Young	W. T. Cruickshank, p & gm J. J. Cruickshank, sm Vin Dittmer, pd & pmm	Scott Reid, ce John Strong, nd Robert Carbert, fd	Tom Rafferty, sd Margaret Brophy, wd	Thes. BUP RCA

WOODSTOCK

CKOX 1947	1340 250	Oxford Bcstg. Co. Ltd. 380 Hunter St. 2400	Renaud	M. J. Werry, p & gm Geoffrey Lewis, cm	William Whiting, pd	Ted Little, ce (Mrs.) Alice Munro, wd	Wld., L-W BUP RCA
CKOX-FM 1948	*Chan. 295* *106.9mc* *0.26kw*						

PRINCE EDWARD ISLAND

CHARLOTTETOWN

CFCY 1923	630 5,000 DA-N	Island Radio Bcstg. Co. Ltd. 85 Kent St. 741	CBC Weed All-Canada	Lt. Col. K. S. Rogers, p R. F. Large, sm W. McMillan, traf. sup.	C. Cooper, pmm & fd A. L. Finley, tech. sup. A. S. Dickson, nd	L. McAulay, sd Jane Weldon, wd	Assoc. PN GE

SUMMERSIDE

CJRW 1948	1240 250	Gulf Bcstg. Co. Water St. 2201					

QUEBEC

AMOS

CHAD 1942	1340 250	Northern Radio—Radio Nord, Inc. 70 Gamble St. West Rouyn 1400	CBC Renaud, Weed	David A. Gourd, p & mng. d Claude Rousseau, oper. m	Roger Charbonneau, secy.-treas.	John Senecal, ce	.... BUP NE

CHICOUTIMI

CBJ 1933	1580 10,000 DA-1	Canadian Bcstg. Corp. 286a rue Racine 155	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBS), cm Marcel Ouimet, d	Ron C. Fraser (CBC), d press & info. ser. V. Fortin, sm	Gordon W. Olive (CBC), d gen. engrg. J. Saint-Georges, sup. press & info.	.... CP, BUP R

GRANBY

CHEF 1945	1450 250	Granby Bcstg. Co. Ltd. 7 Johnson St. 353					

HULL

CKCH 1933	970 1,000 DA-1	La Compagnie De Radioffusion CKCH, Ltd. 121 Notre Dame PR 7-2771	CBC Renaud, McGillvra	Aurele Gratton, gm Jean-Paul Lemire, cm Georges Huard, pdm	Henri Allard, pmm J. Lucien Champagne, ce Lionel Duval, nd	Jean-Paul Begin, fd Roger Leger, sd Madeleine Duhamel, wd	SES BUP Marc.

JONQUIRE

CKRS 1947	1240 250	Radio Saguenay Limitee 359 St. Dominique 2-2551	Trans-Quebec Hardy, Young	Henri Lepage, p Tom Burham, sm Ray Maynard, cm & sd	Paul Bouchard, pd Paul Fortier, ce Lionel Tremblay, nd	Maurice Hamel, fd Rose Alme Asselin, wd	.... BUP G

LA SARRE

CKLS 1950	1240 250	Radio La Sarre, Inc.					

MATANE

CKBL 1949	1250 1,000 DA-1	La Cie de Radioffusion 144 St. Jerome Ave. 355					

MONTREAL

CBF 1937	690 50,000	Canadian Bcstg. Corp. Radio Canada Bldg. Plateau 7161	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm Marcel Ouimet, d	J. Saint-Georges, sup. press & info. Gordon W. Olive (CBC), d gen. engrg.	Ron C. Fraser (CBC), d press & info. ser. E. R. Bertrand, nd	CP BUP R
CBF-FM 1947	*Chan. 236* *95.1mc* *10kw*						
CBM 1937	940 50,000 DA-N	Canadian Bcstg. Corp. Radio Canada Bldg. Plateau 7161	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm Marcel Ouimet, d	D. McGill, pd E. R. Bertrand, nd	Gordon W. Olive (CBC), d gen. engrg. Ron C. Fraser (CBC), d press & info. ser.	CP BUP R
CBM-FM 1947	*Chan. 299* *100.7mc* *5kw*						

QUEBEC—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
MONTREAL	**(Continued)**						
CFCF 1919	600 5,000 DA-N	Canadian Marconi Co. 4824 Cote des Neiges Rd. Exdale 1184	ABC, CBC Weed, All-Canada	W. V. George, m J. A. Hammond, sm T. J. Quigley, cm	Reo Thompson, prog. m Olive Holroyd, pmm A. B. Clapp, studio sup.	W. M. Petty, d of pub. ser. David Rogers, nd Keith Dancy, sd	St. RP, BUP Marc.
CFCF-FM *1947*	*Chan. 293* *106.5mc* *7.5kw*						
CHLP 1933	1410 1,000 DA-1	Cie de Publication la Patrie Room 43, Sun Life Bldg. University 6-6611	Alexander, McGillvra, Hunt	Flavius M. Daniel, gm Fernand E. Bergevin, asst. mgng. d Marcel Marineau, pd	Alphonse Cloutier, ce Armand Goulet, nd	Roland Giguere, sd Hughette Proulx, wd	Assoc. PN, BUP GE
CJAD 1945	800 5,000 DA-N	CJAD, Ltd. 1191 Mountain St. University 6-6821	CBS Radio Times, Young	J. Arthur Dupont, p & gm R. L. Laurion, cm Ed McGibbon, prog. sup. & pmm	Maurice Rousseau, ce Hamilton Grant, nd	Grace Bartholomew, wd	L-W, Assoc., Cap., Thes., Wld. PN, BUP WH
CKAC 1922	730 10,000	La Compagnie De Publication de la Presse, Ltd. 980 St. Catherine W. University 6-7301	Renaud	Hon. Senator P. R. Du-Tremblay, p Phil Lalonde, gm Georges Bourassa, cm	Ferdinand Biondi, pd Paul Gelinas, pmm Leonard Spencer, ce	Paul Boudreau, nd Michel Normandin, sd Rejane DesRameaux, wd	....
NEW CARLISLE							
CHNC 1933	610 5,000 DA-1	Gaspesia Radio Bcstg. Co. New Carlisle 64	CBC Hardy, Young	Dr. Charles E. Dumont, p Dr. Charles H. Houde, gm	Viateur Bernard, cm & pmm Gordon S. Coleman, ce	Raoul St. Julien, sd	.... BUP NE
QUEBEC							
CBV 1939	980 1,000	Canadian Bcstg. Corp. Palais Montcalm 5-8155	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm Marcel Ouimet, d	Ron C. Fraser (CBC), d press & info. ser. Guy Dumais, sm	Gordon W. Olive (CBC), d gen. engrg. J. Saint-Georges, sup. press & info.	....
CHRC 1926	800 5,000 DA	CHRC, Ltd. 39 St. John St. 2-8177	Hardy, Young	Herve Baribeau, p Henri Lepage, gm Aurele Pelletier, cm	Magella Alain, pd & pmm Arsene Nadeau, ce Lucien Sevigny, fd	Maurice Descarreaux, sd Mme. Estelle Gagne, wd	.... UP, PN, BUP Marc.
CHRC-FM *1949*	*Chan. 251* *98.1mc* *0.59kw*						
CJNT 1949	1340 250	Goodwill Bcstrs. Co. of Quebec, Inc. 405 Blvd. Hamel 5-6119					
CKCV 1926	1280 1,000	CKCV Ltd. 142 St. John St. 2-1585	CBC Weed, Renaud	Gaston Pratte, p Paul Lepage, gm & cm Marcel Leboeuf, pd	Normand Maltais, pmm Albert Duberger, ce Roger Bruneau, nd & fd	Rene Collard, sd Marie-Paule Vachon, wd	PN Marc.

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98.2% RADIO HOMES

on MONTREAL ISLAND!

The 1952 Canadian Retail Sales Index offers NEW proof of radio's tremendous, penetrating impact on GREATER MONTREAL.

% Radio Homes in Canada—94.4
% Radio Homes in Quebec—96.0
% RADIO HOMES ON MONTREAL ISLAND—98.2

Couple this high radio-homes percentage, with these important facts about your Montreal market:

MONTREAL is the largest city in Canada. (Greater Montreal embraces 9.7% Canada's entire population)

MONTREAL is the 6th largest city in North America.

MONTREAL is the greatest inland port in the world.

MONTREAL is the headquarters of the world's two largest transportation companies, the Canadian National and Canadian Pacific Railways . . . and is also headquarters for Trans-Canada Airlines.

MONTREAL is the terminus of eleven of the world's greatest shipping lines.

Total estimated retail sales for Montreal Island are estimated at $1,334,282,000. (12.7% of entire Canada)

And in the heart of this great metropolitan area powerful CFCF reaches out and beyond giving you complete blanket coverage of CANADA'S NO. 1 spot PLUS bonus markets of more than a score of surrounding counties.

IN CANADA IT'S — IN MONTREAL IT'S

MONTREAL • CFCF

ABC AND DOMINION NETWORK AFFILIATE

Contact our reps: IN CANADA: ALL-CANADA RADIO IN U.S.A.: WEED & CO.

RIMOUSKI							
CJBR 1937	900 5,000	The Central Public Service Corp. 1 St. John St. 2217	CBC Stovin, Young	Honorable Jules A. Brillant, p Andre Lecomte, gm Antonio Pineault, cm	Francis Raymond, pd Guy Ross, pmm F. C. Doak, ce	Jean Tetrault, nd Arthur Rioux, fd Bernard Langlois, sd	SES, St. PN NE
CJBR-FM *1947*	*Chan. 266* *101.5mc* *1kw*						
RIVIERE DU LOUP							
CJFP 1947	1400 250	Radio-Termiscouata Ltd. 322 Lafountaine St. 2727	CBC	Armand Belle, p			BUP RCA
ROBERVAL							
CHRL 1949	1340 250	Radio Roberval Inc. Hotel Maison Blanche 450	Renaud	Georges Gagnon, p Lionel Morin, gm	Eric Gagnon, cm Normand Gagnon, pd	Raymond Lacomte, ce Lise Brulanger, wd	BUP G
ROUYN							
CKRN 1939	1400 250	Northern Radio, Radio Nord, Inc. 70 Gamble St. W. 1400	CBC Renaud, Weed	David A. Gourd, p & mgng. d Maurice Dubois, loc. oper. m	John Senecal, ce Roger Charbonneau, secy.-treas.	Andrews Stuparick, nd	BUP G
STE. ANNE DE LA POCATIERE							
CHGB 1938	570 1,000 DA-N	G. Thomas Desjardins Main St. 101					
SHAWINIGAN FALLS							
CKSM 1951	1220 1,000 DA-N	La Cie de Radioiffusion de Shawinigan Falls, Ltd. Hotel de Ville 4494	Renaud	Allan Rogerson, p, gm & pmm Fernand Cyr, cm	Gaston Tessier, pd Ernest Brunelle, ce	Claude Blain, nd	Thes. BUP GE
SHERBROOKE							
CHLT 1937	900 1,000 DA-1	CHLT 98 221 Dufferin St. 3-2525	CBC Hardy	Sen. J. Nicol, p Alphee Gauthier, cm Jean-Louis Gauthier, cm	Rene Caron, pd & pmm Romeo Paquette, ce Paul Chenay, nd	Jean-Paul Lassonde, sd Yolande Champoux, wd	Thes., SES CP Marc.
CKTS 1946	1240 250 DA-1	CKTS 221 Dufferin St. 3-2525	CBC, Dominion Young	Hon. Chas. B. Howard, p Alphee Gauthier, gm Jean-Louis Gauthier, cm	Rene Caron, pd Romeo Paquette, ce Jos. Walters, nd	J. P. Lassonde, sd Mary Hall, wd	L-W CP Marc.
SOREL							
CJSO 1945	1320 1,000	Radio Richelieu Ltd. 72 Roy St. 3318	Cooke	J. A. Villeneuve, p Maurice Boulianna, m	Claude Rochon, pd Lorenzo Brouillard, pmm	Joseph Cardin, ce Gaston Auclair, sd	BUP G
THREE RIVERS							
CHLN 1937	550 1,000 DA-2	Radio Three Rivers, Inc. 522 Bonaventure St. 4500	Hardy, Young	Leon Trepanier, gm Maurice Dansereau, cm Andre Cartier, pd	Alexandre Gignac, ce Louis Dufresne, nd	Adelard Dugre, sd Jacqueline Morin, wd	SES PN Marc.
VAL D'OR							
CKVD 1940	1230 250	Northern Radio-Radio Nord Inc. 70 Gamble St., W. Rouyn 1400	CBC Renaud, Weed	David A. Gourd, p & mgng. d Georges Chartrand, loc. oper. m	John Senecal, ce	Roger Charbonneau, secy.-treas.	BUP G
VERDUN							
CKVL 1946	980 1,000 DA-N	Jack Tietolman 211 Gordon Ave. Pontiac 6-2311	Cooke	Jack Tietolman, p Corey Thompson, gm & pmm Judah Tietolman, cm	Hal Stubbs, pd J. C. Charlebois, ce Marcel Beauregard, nd	Gaston Voyer, fd Rolland Bayeur, sd June Warren, wd	BUP, CP Col.
VICTORIAVILLE							
.... (CP)	1380 1,000 DA-N	Pierre Brisson Victoriaville					

SASKATCHEWAN

GRAVELBOURG							
CFRG 1952	1230 250	Radio-Gravelbourg Ltd. Gravelbourg, Sask. 152	CBC Renaud	Dr. Rosario Morin, M.D., p Dumont Lepage, gm Laurent Isabelle, cm & pmm	A. Galouchko, pd O. E. Drouin, ce	Leon Kendergi, nd	BUP NE
MOOSE JAW							
CHAB 1922	800 5,000 DA-N	Radio Station CHAB Ltd. 127 Main St. N. 6464	CBC Stovin Weed	J. S. Boyling, gm N. S. Skingle, cm G. W. Price, pd	J. S. Purvis, pmm Merv Pickford, ce J. E. Johnson, bus. m	Earl Barnholden, nd Paul Hack, sd Mildred MacDonald, wd	L-W BUP Marc.
NORTH BATTLEFORD							
CJNB 1947	1460 1,000	Northwestern Bcstg. Co. Ltd. 66 E. 1st Ave. 2744		Hume Lethbridge, gm Tommy Nelson, pd	Clint Nicholl, ce	Eldon Elliott, sd	Assoc. BUP
PRINCE ALBERT							
CKBI 1934	900 5,000	Central Bcstg. Co. Ltd. Sanderson Bldg. 2621	CBC All-Canada Weed	E. A. Rawlinson, p & gm F. F. Rawlinson, asst. m G. Prest, cm	J. J. Cennon, pd Tom Van Nes, ce J. Johnson, slm	Francis H. Church, nd Murdoch MacKay, fd Nick Roche, sd	Thes. PN NE
REGINA							
CKCK 1922	620 5,000 DA-N	The Leader Post Ltd. Leader Post Bldg. 8525	CBC All-Canada Weed	Victor Sifton, p Harold Crittenden, gm Roy M. Malone, cm	Donald R. Dawson, pdm Allan Edwardson, pmm Ernest A. Strong, ce	Jim Grisenthwaite, pd Jim McLeod, nd Lloyd Saunders, sd	Wld. PN, BUP RCA
CKRM 1926	620 5,000 DA-N	Western Communications Ltd. 1819 Cornwall St. 7631					
SASKATOON							
CFNS 1952	1170 1,000	Radio-Prairies-Nord Ltd. 1902 Broadway 93-766	CBC Renaud	Dr. Maurice DeMay, p Dumont Lepage, gm Theodore Prefontaine, m	Fernand Ippersiel, pd	Ernest O. Drouin, ce	BUP NE
CFQC 1923	600 5,000	A. A. Murphy & Sons Ltd. 216 First Ave. N. 7917	CBC Radio Reps. Young Oakes	A. A. Murphy, p Vernon Dallin, gm G. Blair Nelson, cm	W. E. Arnold, pd Marnie de Manbey, pmm L. Hoskins, ce	Godfrey Hudson, nd Ed Whalen, sd	Assoc., L-W, St. PN, BUP PN Marc.
CKOM 1951	1340 250	Radio Station CKOM Empire Hotel 2-1271	Stovin Weed	Robert A. Hosie, p & gm Murray D. Dyck, cm Gordon E. Walburn, pd	William Forst, ce J. L. McManus, nd A. Henderson, sd	F. H. Gayner, wd	Thes., Cap. BUP GE
WATROUS							
CBK 1939	540 50,000	Canadian Bcstg. Corp. Telephone Bldg. Winnipeg, Man. 922	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm James R. Finlay, reg. rep	Ron C. Fraser (CBC), press info. & serv. d C. E. L'Ami, press rep.	Gordon W. Olive (CBC), engrg. d Nairn Mogridge, sm	CP, BUP, R
YORKTON							
CJGX 1927	940 1,000	Yorkton Bcstg. Co. Ltd. Smith-McKay Bldg. 2258	CBC Stovin Young	Dawson Richardson, p J. M. Shortreed, gm J. C. Goodman, cm & pmm	M. G. Phillips, pd Dave Glass, ce G. G. Gallagher, nd	Laurie Korchin, fd Bill Western, sd	L-W PN Marc.

RADIO, PROGRAM PRODUCTION & TRANSCRIPTION SERVICES

Including Recording, Talent and Script Writing Firms

For TV Film and Television Production see Telecasting Yearbook

A

JOHN ADASKIN PRODUCTIONS
314-15 67 Yonge St., Toronto, Ont., Canada. Tel.: Empire 4-9296; John Adaskin, owner.
Services: Program production.

ADVERTISERS RECORDING SERVICE
113 W. 57th St., New York 19, N. Y., Tel..: Circle 6-0141; James A. Miller, president; Robert E. Blake Jr., manager.
Services: Recording.

AFFILIATED ARTISTS REPRESENTATIVES
20 E. 53d St., New York 22, N. Y., Tel.: Plaza 3-1862; Lee Wallace, partner.
Services: Package shows, talent.
Hollywood—8776 Sunset Blvd., Tel.: Crestview 6-4652; Louis Artigue.

AFFILIATED PROGRAM SERVICE INC.
535 5th Ave., New York 17, N. Y., Tel.: Murray Hill 7-1881; Paul F. Adler, president.
Services: Program production, syndicated transcriptions, scripts, package programs.

AIR FEATURES INC.
347 Madison Ave., New York 17, N. Y., Tel.: Murray Hill 9-5900; Maurice Scopp, managing director.
Services: Program production, package programs.

ALTON ALEXANDER RADIO-TELEVISION PRODUCTIONS
825 W. 187th St., New York 33, N. Y., Tel.: Lorraine 8-3100; Lottie Ritter, manager.
Services: Recording, scripts, package programs, production.

ALLIED RECORD MFG. CO.
1041 N. Las Palmas Ave., Hollywood 38, Calif., Tel.: Hollywood 9-5107; D. K. Broadhead, president-general manager; H. G. Neely, sales manager.
Services: Recording, program production, package programs.
New York 19—619 W. 54th St., Tel.: Judson 2-3791; K. R. Smith, manager.
Washington 5—1121 Vermont Ave., N. W.; Tel.: District 5162; W. S. Adams.

AMERICAN FOUNDATION FOR THE BLIND
15 W. 16th St., New York 11, N. Y., Tel.: Watkins 4-0420; M. Robert Barnett, executive director.
Services: Talking book records for the blind (under direction of U. S. Library of Congress).

AMERICAN INSTITUTE OF FOOD PRODUCTS INC.
19 W. 44th St., New York 18, N. Y., Tel.: Murray Hill 2-4944; Robert A. Bories, general manager.
Services: Production, scripts, talent for food merchandising.

AMERICAN JEWISH BROADCASTING CO. INC.
150 Broadway, New York 38, N. Y., Tel.: Worth 2-3322; Herman Younglieb, manager.
Services: Jewish programs.

ARIZONA RECORDING PRODUCTIONS
834 N. 7th Ave., Phoenix, Ariz., Tel.: Alpine 2-2016; Raymond A. Boley, owner and manager.
Services: Recording, program production, talent.

ARTISTS RECORDING STUDIOS
15 W. 10th St., Kansas City 6, Mo., Tel.: Harrison 6109; Bill L. Godden, owner-operator.
Services: Recording, program production, scripts, talent.

ASSOCIATED BROADCASTING CO. LTD.
1139 Bay St., Toronto, Ont., Canada, Tel.: Princess 1111; Gordon Allen, director, broadcast & TV division.
Services: Program production, scripts.

THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N. Y., Tel.: Plaza 7-1111; Frank J. Starzel, general manager.
Services: World-wide news service delivered by 24-hour teletype circuit.
100 branch offices located throughout the U. S. and abroad.

ASSOCIATED PROGRAM SERVICE (DIV. OF MUZAK CORP.)
Services: Recording (transcribed libraries of music for radio-TV stations).

AUDIO-VIDEO RECORDING CO. INC.
730 5th Ave. New York 19, N. Y., Tel.: Plaza 7-3091; Percy L. Deutsch, president.
Services: Recording.

A-V TAPE LIBRARIES INC.
730 5th Ave., New York 19, N. Y., Tel.: Plaza 7-3091; Joseph F. Hards, president.
Services: Recording, program production.

B

BARRY & ENRIGHT PRODUCTIONS INC.
667 Madison Ave., New York City, Tel.: Oregon 9-3118; Dan Enright, partner and vice president.
Services: Program production, package programs.

GERALD BARTELL ASSOC.
710 N. Plankton Ave., Milwaukee 3, Wis., Tel.: Broadway 1-8428; Gerald A. Bartell, president.
Services: Syndicated transcriptions.

BASCH RADIO & TELEVISION PRODUCTIONS
17 E. 45th St., New York 17, N. Y., Tel.: Murray Hill 2-8877; Charles J. Basch Jr., partner.
Services: Recording, program production, syndicated transcriptions, scripts, package programs.

IRENE BEASLEY RADIO PRODUCTION SERVICE
501 Madison Ave., New York 22, N. Y., Tel.: Plaza 3-8940; Irene Beasley, owner.
Services: Program production, package programs.

V. S. BECKER PRODUCTIONS
562 5th Ave., New York 36, N. Y., Tel.: Luxemburg 2-1040; Viola S. Becker, owner.
Services: Recording, program production, scripts, package programs, talent.

BELTONE RECORDING CORP.
709 8th Ave., New York City, Tel.: Luxemburg 2-2920; Leslie C. Cahan, president.
Services: Recording.

GEORGE E. BENTEL AGENCY
5617 Hollywood Blvd., Hollywood 28, Calif., Tel.: Granite 8608; Carl Coolidge, director.
Services: Scripts.

BERMAN & BETTENBENDER
410 S. Michigan Ave., Chicago 5, Ill., Tel.: Wabash 2-7488; Bernard S. Berman, partner.
Services: Program production, scripts, package programs, talent.

WALTER BIDDICK CO.
1151 S. Broadway, Los Angeles 15, Calif., Tel.: Richmond 6184; Guy Biddick, manager.
Services: Recording, program production, syndicated transcriptions, package programs.

FORD BOND RADIO PRODUCTIONS INC.
810 RCA Bldg., New York 20, N. Y., Tel.: Circle 7-2236; Ford Bond, president.
Services: Program production, syndicated transcriptions, package programs, consultant service.

BOYD ENTERPRISES
Box 1844, Fort Worth, Texas, Tel.: Wa 2429; Harvey R. Boyd, owner-manager.
Services: Recording, program production, scripts, package programs, talent.

BRITISH INFORMATION SERVICE
30 Rockefeller Plaza, New York 20, N. Y., Tel.: Circle 6-5100; Jack Aistrop, radio officer.

BROADCAST PRODUCTIONS INC.
350 Madison, Detroit 26, Mich., Tel.: Woodward 5-0909; Lois Michels, president, and J. Hall Smith, production manager.
151 W. 46th St., New York 36, N. Y., Tel.: Plaza 7-7710; Maurice B. Mitchell, vice president-general manager.
Services: Program production, scripts, package programs, talent, spot announcements, promotion service.

BROADCASTING & FILM COMMISSION OF THE NATIONAL COUNCIL OF CHURCHES OF CHRIST IN THE USA
220 5th Ave., New York 1, N. Y., Tel.: Oregon 9-2968; Ronald Bridges, executive director.
Services: Program production.
Hollywood 28—5746 Sunset Blvd., Tel.: Hillside 7464; Oren W. Evans.

BROADCASTING PROGRAM SERVICE
341 Madison Ave., New York 17, N. Y., Tel.: Murray Hill 3-3881; Herbert Rosen, president.
Services: Program production, syndicated transcriptions, package programs.

HOWARD G. BROWN CO.
(Also Station Representative)
7765 Torreyson Dr., Hollywood 46, Calif., Tel.: Hollywood 9-3095; Howard G. Brown, owner.
Services: Syndicated transcriptions.

BUCKEYE MOTION PICTURE PRODUCERS INC.
(Division of Char-Ev Production Co.)
1908 Lea Crest Drive, Dallas, Texas, Tel.: Drexel 4-3754, Charles H. Edwards, president.
Services: Recording, program production, scripts, package programs, talent.
Newark, Ohio—Arcade Annex No. 2, Tel.: 4-3584; C. Dean Cullison, treasurer.
Wilmore, Ky.—112 Main St., Tel.: 4754; Don Jewell, sales manager.

AL BUFFINGTON PRODUCTIONS
6711 Sunset Blvd., Hollywood 28, Calif., Tel.: Hollywood 9-8367; Al Buffington, president.
Services: Recording, program production, package programs, scripts, syndicated formats for regional and local shows.

BYRON PRODUCTIONS CO.
8 E. 52d St., New York 22, N. Y., Tel.: Plaza 3-6930; Edward A. Byron president.
Services: Package programs.

C

S. W. CALDWELL LTD.
150 Simcoe St., Toronto, Ontario, Canada, Tel.: Empire 6-9451; Spence W. Caldwell, president.
Services: Recording, program production, scripts, package programs.
Toronto—80 Richmond St., W., Tel.: 6-9451; G. N. Mackenzie, vice president in charge of sales.
Toronto—477 Jarvis St., Tel.: Empire 6-9451; production division.
Winnipeg (Manitoba)—171 MacDermott Ave., Tel.: 922-531; A. L. Garside, sales representative.
Vancouver (B. C.)—198 W. Hastings St., Tel.: Tatlow 6277; J. N. Hunt, sales representative.

CAPITAL FILM SERVICE
224 Abbott Road, East Lansing, Mich., Tel.: 8-3544; J. R. Hunter, owner.
Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.

CAPITOL RECORDS DISTRIBUTING CORP.
(Studio Recording Services; Sales Div. & Broadcast Sales Div.)
5515 Melrose Ave., Hollywood 38, Calif., Tel.: Hempstead 7114; Walter S. Heebner, general manager.
Services: Recording, scripts, package programs, syndicated transcriptions.
New York 19—1730 Broadway, Tel.: Plaza 7-7470.

PHILLIPS CARLIN
2214 RKO Bldg., 1270 6th Ave., New York 20, N. Y., Tel.: Judson 6-5534; Phil Carlin.
Services: New York representative for out-of-town advertising agencies; program analysis, counsel and procurement.

GARRY CARTER OF AMERICA INC.
10 E. 49th St., New York 17, N. Y., Tel.: Plaza 9-2890; Garry J. Carter, president.
Services: Syndicated transcriptions, package programs.
Toronto—59 Avenue Rd., Tel.: Princess 2505; Alex Pearlstone, manager.

CATHOLIC BROADCASTING SERVICE
P. O. Box 16, Long Island City 3, N. Y., Tel.: Astoria 8-2474; M. E. O'Brien, manager.
Services: Recording, program production, transcriptions (all languages).

CAVALIER PRODUCTIONS
Box 215, 600 Franklin St., Garden City, N. Y., Tel.: Garden City 7-7110; Dr. Joseph Levit, president.
Services: Program production, package programs, talent.
New York 19—1164 Avenue of the Americas, Tel.: Circle 7-[illegible]66; Phillip St. Clair, technical director.

HU CHAIN ASSOC.
40 E. 40th St., New York 16, N. Y., Tel.: Murray Hill 5-7220; Hubert V. Chain, owner.
Services: Program production, scripts, package programs.

THE BRUCE CHAPMAN CO.
55 W. 42d St., New York 36, N. Y., Tel.: Wisconsin 7-9244; Bruce Chapman, president.
Services: Program production, package programs.
Hollywood 28—6711 Sunset Blvd., Tel.: Gladstone 6342; Joseph Mansfield.
Paris 2—30 rue de Gramont, Tel.: Richelieu 8004; Dan Morley.
London W. 1—22 Davies St., Tel.: Mayfair 1037; Frank Byers.

MARY D. CHASE PRODUCTIONS
162 W. 54th St., New York 19, N. Y., Tel.: Circle 5-8837; Jay Chase, director.
Services: Program production, package programs, talent, artist management.

CHESHIRE & ASSOC. INC.
6533 Hollywood Blvd., Tel.: Hollywood 9-4580; Bob Reichenbach, general manager.
Services: Recording, program production, syndicated transcriptions, package programs.
New York 36—Charles Michelson Inc., 15 W. 47th St., Tel.: Plaza 7-0695; Charles Michelson.

CHICAGO FILM CORP.
56 E. Superior St., Chicago 11, Ill., Tel.: Whitehall 4-6971; A. G. Dunlap, president.
Services: Recording facilities.

CHICAGO TRIBUNE-NEW YORK NEWS SYNDICATE INC.
220 E. 42d St., New York 17, N. Y., Tel.: Murray Hill 2-1234; Mollie Slott, manager.
Services: Newspaper features adaptable to broadcasting.

FRANK CHRISTL & ASSOC.
521 N. LaCienega Blvd., Los Angeles 48, Calif., Tel.: Crestview 1-6452; Frank Christl, owner.
Services: Program production, package programs.

ARTHUR B. CHURCH PRODUCTIONS
KMBC Bldg., 11th & Central St., Kansas City 5, Mo., Tel.: Harrison 2650; George E. Halley, manager.
Services: Recording, syndicated transcriptions, scripts, package programs.

CINEMART INTERNATIONAL CORP.
322 E. 44th St., New York 17, N. Y., Tel.: Oregon 9-4430; Varian Fry, president.
Services: Recording.

RADIO STATION CKEY—RECORDING DIV.
444 University Ave., Toronto, Ont., Tel.: Waverly 3881; W. H. McAlpine, manager.
Services: Recording.

COASTAL RECORDING CO. INC.
136 W. 52d St., New York 19, N. Y., Tel.: Circle 6-3900; Arthur Shaer, managing director.
Services: Radio transcription service for advertising agencies.

COLE CORP.
823 S. Wabash Ave., Chicago 5, Ill., Tel.: Harrison 7-7461; M. M. Cole, president.
Services: Transcription library.

TED COLLINS CORP.
1819 Broadway, New York 23, N. Y., Tel.: Circle 7-0094; Ted Collins, manager.
Services: Production, talent.

COLSON & CO. INC.
1122 Jackson St., Dallas, Texas, Tel.: Federal 6065, Sterling 3878; Harrison Colson, manager.
Services: Recording, program production, syndicated transcriptions, package programs, talent.

(Continued on page 344)

XUM

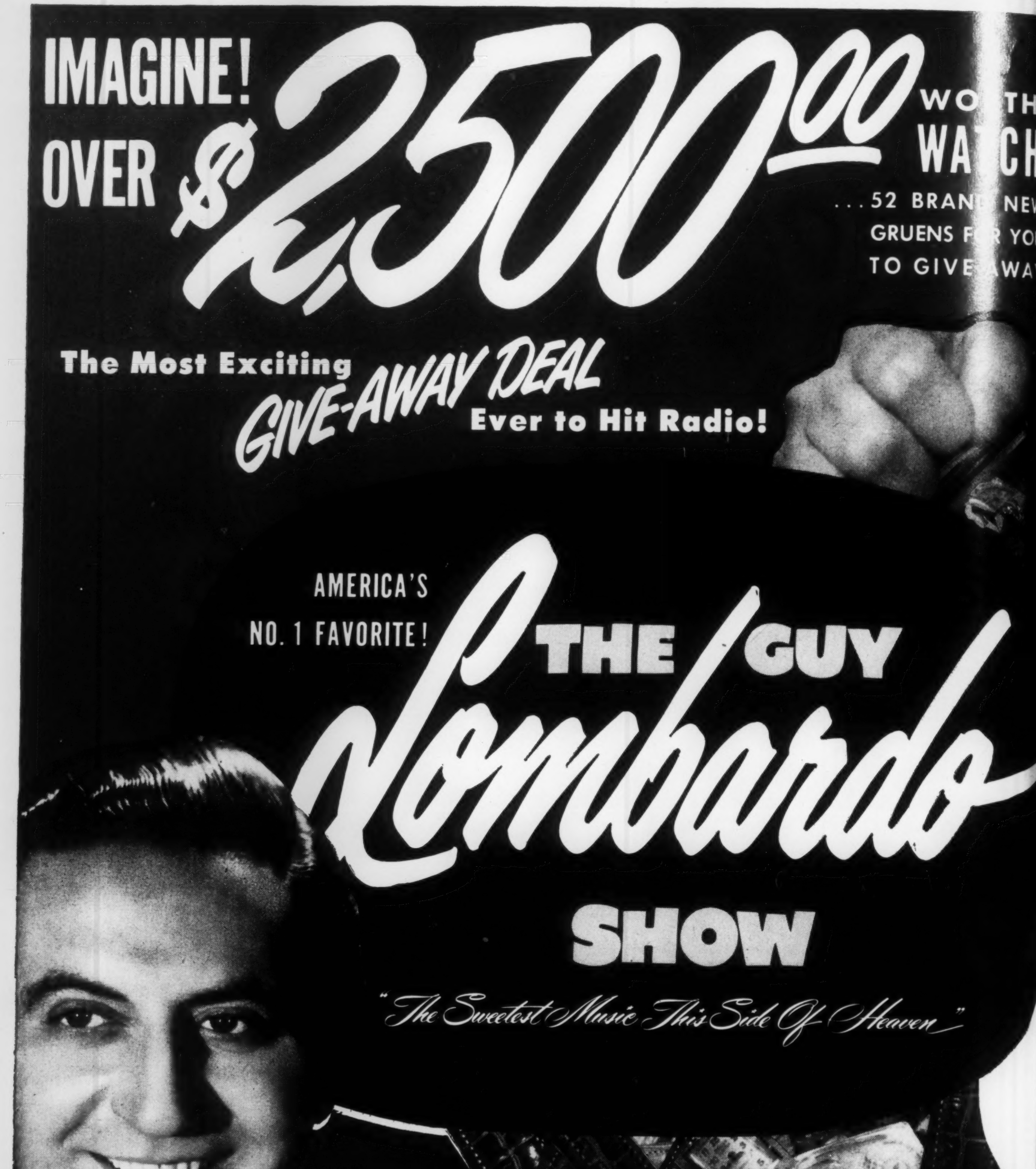
HERE THEY COME!

ZIV brings you a
basketful of beautiful new

WATCHES

for you to give away

FREE!



IMAGINE! OVER $2,500.00 WO TH WA CHE

...52 BRAN NEW GRUENS F R YOU TO GIVE AWAY

The Most Exciting GIVE-AWAY DEAL Ever to Hit Radio!

AMERICA'S NO. 1 FAVORITE! THE GUY Lombardo SHOW

"The Sweetest Music This Side Of Heaven"

XUM

FREE!
NOTHING LIKE THIS EVER HAPPENED IN YOUR CITY

You get a

TAR-STUDDED SHOWCASE

of musical
entertainment!

eaturing Guy, the Lom-
ardo Trio, the Twin
anos, the Picture Story,
mbardo vocalists Kenny
ardner and Don Rod-
ey, and announcer
avid Ross.

You get all the elements for a

SMASHING SALES-SUCCESS!

Exciting, colorful displays, productive point-of-sale material, magnetic merchandising and newspaper ad mats, power-packed publicity, listeners' Clue Book. All assure an aware and ever-increasing audience.

You get

MORE SALES -- MORE PROFITS!

as the No 1 advertiser in your market!

THE SWEETEST, SMOOTHEST, SUREST SALES-MAKER EVER SPONSORED!

FREDERIC W. **ZIV** COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK

HOLLYWOOD

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 340)

COLUMBIA ARTISTS MANAGEMENT INC.

113 W. 57th St., New York 19, N. Y., Tel.: Circle 7-6900; Eleanor French, director, radio-TV department.

Services: Talent booking.

Los Angeles—714 Auditorium Bldg., 427 W. 5th St., Tel.: Madison 6-2327; Cleone Pottenger, head, radio-TV department.

Chicago—Wrigley Bldg., 410 N. Michigan Ave., Tel.: Delaware 7-6626; Marion Evans, radio-TV department.

COLUMBIA TRANSCRIPTIONS (Div. of Columbia Records)

799 7th Ave., New York 19, N. Y., Tel.: Circle 5-7300; Robert J. Clarkson, general manager.

Services: Recording (disc and tape), program production, scripts, package programs, talent, commercial and industrial records, Microgroove records.

Chicago — 410 Michigan Ave., Tel.: Whitehall 4-6000; Girard D. Ellis, manager.

Los Angeles — 8723 Alden Dr., Tel.: Crestview 8-1034; William A. Wheeler, manager.

COMMODORE PRODUCTIONS & ARTISTS INC.

1350 N. Highland Ave., Hollywood 28, Calif.; Tel.: Hollywood 9-8229; Walter White Jr., president-executive producer.

Services: Program production, syndicated transcriptions, package programs.

THE COMPO CO. LTD.

2377 Remembrance St., Lachine 32, Quebec, Tel.: Nelson 5-1993; S. D. Roberts, sales manager.

Services: Recording.

FRANK COOPER ASSOCIATES

521 5th Ave., New York 17, N. Y., Tel.: Vanderbilt 6-5661; Sy Fischer, manager.

Services: Talent, production, personal manager, writers' agent.

Hollywood—7225 Hollywood Blvd., Tel.: Hollywood 9-3737; Frank Cooper, owner.

LOUIS G. COWAN INC.

575 Madison Ave., New York 22, N. Y., Tel.: Plaza 9-3700; Louis G. Cowan, president.

Services: Program production, package programs.

Chicago 3—8 S. Michigan Ave., Tel.: Randolph 6-2022; John Lewellen, vice president.

LEIGH CROSBY

1651 Cosmo St., Hollywood 28, Calif., Tel.: Granite 3171; Leigh Crosby.

Services: Program production.

CROSLEY BROADCASTING CORP. (WLW)

140 W. 9th St., Cincinnati 2, Ohio, Tel.: Cherry 1822; R. E. Dunville, president.

Services: Recording, program production, scripts, package programs, talent.

New York 20—630 5th Ave., Tel.: Circle 6-1616; Bernard Musnik.

Chicago 1—360 N. Michigan Ave., Tel.: State 2-6693; Harry Albrecht.

Hollywood 28—6381 Hollywood Blvd., Tel.: Hollywood 9-5408; Tracy Moore.

San Francisco—Tel.: Exbrook 2-8033; Tracy Moore.

Columbus 2—3165 Olentangy River Rd., Tel.: Jefferson 5441; James Leonard.

Dayton 9—4595 S. Dixie Hwy., Tel.: Walnut 2101; H. P. Lasker.

D

HENRY H. DAGAND

30 Rockefeller Plaza, New York 20, N. Y., Tel.: Circle 6-4224.

DAMON RECORDING STUDIOS INC.

1221 Baltimore Ave., Kansas City 6.

RONALD DAWSON ASSOC.

545 5th Ave., New York 17, N. Y., Tel.: Murray Hill 7-6865; Ronald Dawson, owner.

Services: Program production, scripts, package programs.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y., Tel.: Oregon 9-3595; Gordon M. Day.

Services: Recording, program production, scripts, package programs.

DECCA RECORDS INC.

50 W. 57th St., New York 19, N. Y., Tel.: Columbus 5-2300; Edward R. Strauss, manager, special service.

Services: Records, transcriptions.

De FRENES CO.

1909 Buttonwood St., Philadelphia 30, Pa., Tel.: Rittenhouse 6-1686; Joseph De Frenes, president.

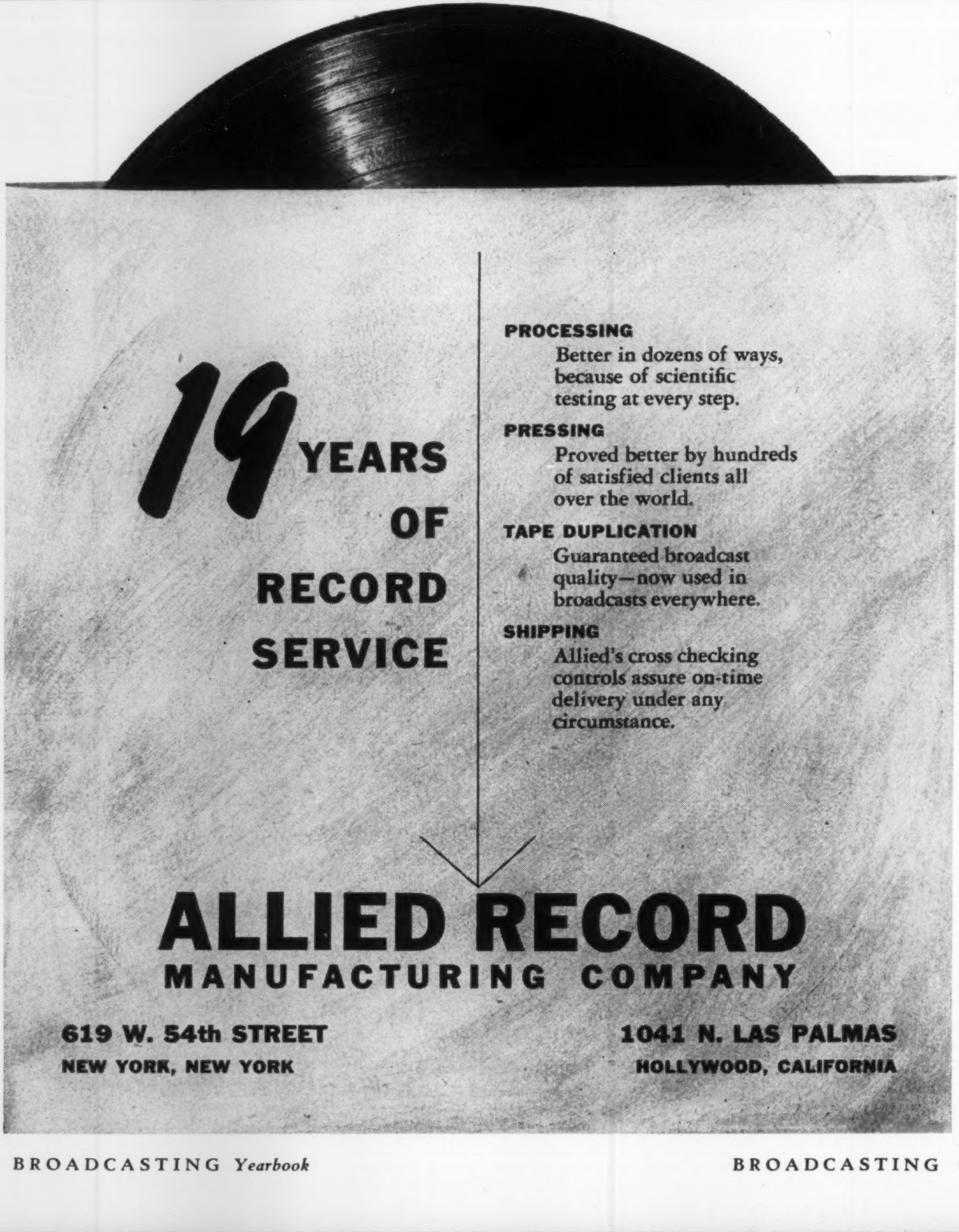
Services: Transcriptions, program production. (Equipped with facilities for sound stage, disc recorders, etc.)

JERRY DEVINE PRODUCTIONS

6331 Hollywood Blvd. Hollywood 28, Calif., Tel.: Hudson 2-1228; Jerry Devine, producer.

Services: Program production, scripts, package programs, talent.

(Continued on page 348)



19 YEARS OF RECORD SERVICE

PROCESSING
Better in dozens of ways, because of scientific testing at every step.

PRESSING
Proved better by hundreds of satisfied clients all over the world.

TAPE DUPLICATION
Guaranteed broadcast quality—now used in broadcasts everywhere.

SHIPPING
Allied's cross checking controls assure on-time delivery under any circumstance.

ALLIED RECORD MANUFACTURING COMPANY

619 W. 54th STREET
NEW YORK, NEW YORK

1041 N. LAS PALMAS
HOLLYWOOD, CALIFORNIA

AGENCIES

RECORD MEN

RADIO PRODUCERS

TV FILM PRODUCERS*

let us show you how much time and money you can save by using

CAPITOL RECORDS STUDIO & RECORDING SERVICES
FOR ALL YOUR RECORDING NEEDS

save time

best quality

1. Live and off-the-line recording.
2. Skilled tape editors who know their business.
3. Large and small studios — audience accommodations.
4. Most modern facilities and equipment.
5. Most up-to-the-minute Know How.
6. Finest quality mastering — processing — pressing.
7. Fastest — most dependable service.

save money

most dependable

custom recording? the very best!

That Capitol Sound
That Capitol Quality
Now available to you through

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RECORDS

STUDIO & RECORDING SERVICES SALES DIVISION

CAPITOL RECORDS DISTRIBUTING CORP.

5515 Melrose Avenue Hollywood 38, Calif.
HEmpstead 7114

S·R·S

Walt Heebner, Mgr.

*A special money-saving recording technique that gives TV sound proper phonograph record balance for life-like reproduction on home instruments.

BMI

offers these

PROGRAM AIDS TO THE BROADCASTER

BMI services are all designed to aid the broadcaster an are available to every BMI-licensed station. Check wit your program director or music librarian for this materia

Continuity music programs that sell . . . ready for immediate use . . . smooth, well written scripts for a variety of program purposes:

ACCORDING TO THE RECORD (five minutes, daily)
THE TEEN AGE BOOK PARADE (quarter hour, weekly)
MUSIC and SPORTS (quarter hour, 3 times weekly)
SPECIAL EVENTS (half hour, periodically)

Concert Music Monthly Pin Up Sheet listing new recordings of outstanding contemporary and standard compositions.

YOUR CONCERT HALL – a series of half hour radio scripts, three times weekly.

TODAY IN MUSIC–dates and facts about the important music events of the month.

Pin Up Sheets Convenient and timely reference to the current song leaders . . . pop hits, folk favorites, rhythm and blues successes . . . issued monthly.

Copyright Research Thorough, up-to-the-minute information on music clearance . . . a complete basic catalog and regular weekly supplements of newly published music with consolidated indexes provided semi-annually.

Newsletter Personal monthly message to the broadcasters. An exchange of radio and music ideas.

Music Memo Monthly informational bulletin . . . the radio man's guide to BMI music . . . contains Recordata, the Platter Spinners Parade and Tips on Tunes.

Meet the Artist Valuable reference of vital statistics on 144 of the nation's popular recording artists.

Record Report Forecast of tomorrow's song hits . . . weekly facts about BMI-licensed tunes coming up.

Holiday Music Timely suggestions of appropriate music for seasonal and holiday occasions.

Music Distribution Music of every type, published by BMI and affiliated publishers, mailed to stations frequently.

Performindex Handy, time-saving catalog of most-performed BMI-licensed titles.

Categorical Index Provides immediate reference to a wide variety of song titles, arranged for selecting appropriate music in countless script situations.

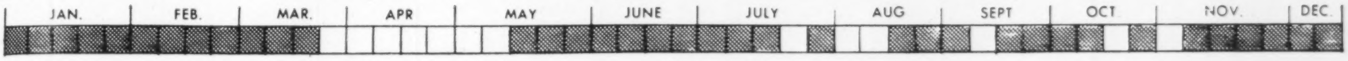
Your BMI Field Representative, who visits
your station periodically, can be helpful in many ways. For
any personal problem in selecting or programming music send your
inquiry to BMI's Station Service Department.

BMI *achieves* CONSISTENT LEADERSHIP ON THE HIT PARADE—1952

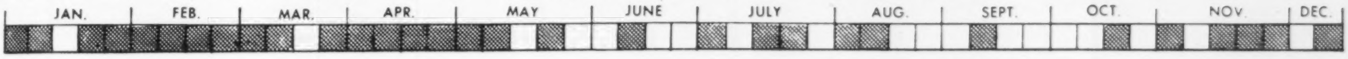
The remarkable story revealed in an analysis of the "Hit Parade" during the past year (50 weeks) is truly a great tribute to the composers and publishers affiliated with BMI. It is their keen insight into the current tastes of the music-loving public that is creating the song hits of today.

BMI *is indeed proud of their accomplishment.*

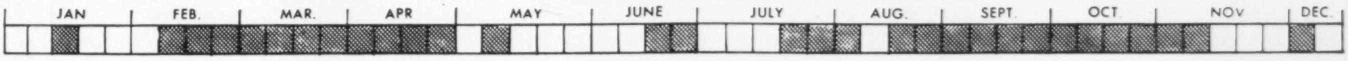
BMI SONGS IN NUMBER ONE POSITION — 37 out of 50 weeks — 74%



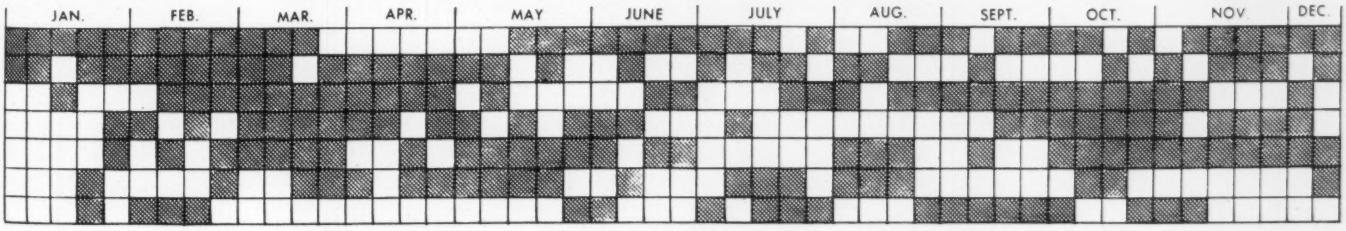
BMI SONGS IN NUMBER TWO POSITION — 31 out of 50 weeks — 62%



BMI SONGS IN NUMBER THREE POSITION — 31 out of 50 weeks — 62%



BMI SONGS ON THE HIT PARADE — 198 out of 350 positions (50 weeks) — 56.6%



BMI SONG HITS ON THE HIT PARADE (1952 only)

	WEEKS
DON'T LET THE STARS GET IN YOUR EYES	1
GLOW WORM	7
I WENT TO YOUR WEDDING	12
JAMBALAYA	13
YOU BELONG TO ME	15
HALF AS MUCH	13
AUF WIEDERSEH'N	16
HERE IN MY HEART	9
I'M YOURS	16
KISS OF FIRE	14
A GUY IS A GUY	7
BLACKSMITH BLUES	8
PLEASE, MR. SUN	12
TELL ME WHY	9
CRY	14
ANYTIME	16
SLOW POKE	13
SIN	7

BROADCAST MUSIC, INC. 580 FIFTH AVENUE • NEW YORK 36, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

XUM

EMPIRE
RECORDING
TAPE - DISC
STUDIOS
AIR/LINE CHECKS
AM-FM-TV
PORTABLE JOBS
FILM
SYNCHRONIZATION

EMPIRE BROADCASTING CORP.
480 LEXINGTON AVE.
NEW YORK 17, N. Y.

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 344)

D. C. PRODUCTIONS
408 Seward Square, S. E. (P. O. Box 1), Washington, D. C., Tel.: Lincoln 7-5109; Dale Crowley, manager.
Services: Syndicated transcriptions, package programs.

WILLIAM B. DOLPH RADIO PRODUCTIONS
910 17th St., NW., Washington 6, D. C., Tel.: District 7-2717; William B. Dolph.
Services: Program production, talent.

DOMINION BROADCASTING CO.
4 Albert St., Toronto, Ontario, Canada, Tel.: Empire 3-3383; Hal B. Williams, manager.
Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.

SHERMAN H. DRYER PRODUCTIONS
667 Madison Ave., New York 21, N. Y., Tel.: Templeton 8-2827; Sherman H. Dryer, president.
Services: Program production, syndicated transcriptions, package programs.

HARRY S. DUBE
10 Rockefeller Plaza, New York 20, N. Y., Tel.: Columbus 5-7035; J. Knight, manager.
Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.

E

ECCLES RECORDINGS INC.
6233 Hollywood Blvd., Hollywood 28, Calif., Tel.: Hillside 8351; Bob Newman, president.
Services: Recording, syndicated transcriptions.

CHARLES ECKART CO.
4880 Santa Monica Blvd., Los Angeles 29, Calif., Tel.: Olympia 2901; Charles G. Eckart, general manager.
Services: Phonograph record matrices.

ELECTRO-VOX RECORDING STUDIOS
5546 Melrose Ave., Hollywood 38, Calif., Tel.: Gladstone 2189; Bert B. Gottschalk, owner and manager.
Services: Recording.

W. M. ELLSWORTH
159 E. Chicago Ave., Chicago, Ill., Tel.: Mohawk 4-7050; W. M. Ellsworth, owner.
Services: Program production, package programs, talent.

EMPIRE BROADCASTING CORP.
480 Lexington Ave., New York 17, N. Y., Tel.: Plaza 9-4500; Helen D. Kelleher, president.
Services: Recording, program production, scripts, package programs, talent.

ENDORSEMENTS INC.
500 5th Ave., New York City; Jules Alberti, president.
Services: Secures endorsements by celebrities of manufacturers' products.
Hollywood 46—9172 Sunset Blvd., Tel.: Crestview 6-1272; Bob Kaufmann, manager.
Also offices in Chicago, London, Paris.

LYLE KENYON ENGEL
1 East 42nd St., N. Y. 17, MUrray Hill 2-8322.
Services: Music exploitation.

DAVID ETTELSON & ASSOC.
111 W. Washington St., Chicago 2, Ill., Tel.: Dearborn 2-0853; David Ettelson, director.
Services: Commercial recording.

LAWRENCE EVANS & WEINHOLD INC.
(Div. of Columbia Artists Management)
113 W. 57th St., New York 19, N. Y., Tel.: Circle 7-6900.
Services: Musical artists' management.

F

FADIMAN ASSOCIATES LTD.
1501 Broadway, New York 18, N. Y., Tel.: Lackawanna 4-3544; Edwin Fadiman manager.
Services: Production, package shows.

FAMILY THEATRE INC.
7201 Sunset Blvd., Hollywood 46, Calif., Tel.: Hudson 2-1317; Rev. Patrick Peyton, C. S. C., executive producer.
Services: Program production.
Albany 3 — 432 Western Ave., Tel.: 24111; Rev. Joseph Quinn, C. S. C.

FAMOUS ARTISTS CORP.
9441 Wilshire Blvd., Beverly Hills, Calif., Tel.: Crestview 1-5222; Joe C. Donohue, head of the radio-TV department.
Services: Scripts, package programs, talent.
New York City—610 5th Ave., Tel.: Circle 7-6200; Charles Abramson.

NEWTON L. FAUSEY
605 N. Michigan Ave., Chicago 11, Ill., Tel.: Whitehall 4-3844; Newton L. Fausey, owner.
Services: Personal management, tax accounting.

FEATURE BUREAU
152 W. 42d St., New York 36, N. Y., Tel.: Wisconsin 7-9715; Bert Nevins, managing editor.
Services: Scripts (for women's commentators).

FEATURE PRODUCTIONS
1440 N. State Pkwy., Chicago, Ill., Tel.: Michigan 2-6015; Chuck Acree, producer; Georgene O'Donnell, managing director.
Services: Recording, production, scripts, package programs, talent.

HERMAN FIALKOFF
1560 Broadway, New York 36, N. Y., Tel.: Judson 2-4037-8-9; Herman Fialkoff, owner.
Services: Talent.
North Hollywood—5809 Troost Ave.; Harry A. Gourfain.
Rio de Janeiro — Copacabana Hotel; Frank De Souza.

FILM ASSOC. INC.
440 E. Schantz Ave., Dayton 9, Ohio, Tel.: Walnut 2164; Edward R. Lang, general manager.
Services: Recording, talent.

FILM RECORDERS
1515 N. Western Ave., Los Angeles 27, Calif., Tel.: Hollywood 9-3163; William Redlin, assistant manager.
Services: Full film recording, dubbing, mixing.

FRIEDA FISHBEIN
11 W. 42d St., New York 36, N. Y., Tel.: Longacre 5-1379; Frieda Fishbein, owner.
Services: Scripts (authors' representative).

FLANKAY & JACKSON
(See Harry Smith Recording Studios)

FLYING A PRODUCTIONS
8780 Sunset Blvd., Hollywood 46, Calif., Tel.: Crestview 5-4171; Leslie Clucas, president of radio division.
Services: Package programs.

GEORGE F. FOLEY INC.
9 E. 45th St., New York 17, N. Y., Tel.: Murray Hill 7-5354-8; George F. Foley, president.
Services: Package programs, talent representative, production consultant.

FORTUNE RECORD DISTRIBUTING
11629 Linwood, Detroit 6, Mich., Tel.: Townsend 7-3077; Dorothy S. Brown.
Services: Recording, syndicated transcriptions, program production.

FULTON RECORDING CO.
80 W. 40th St., New York 18, N. Y., Tel.: Lackawanna 4-7187; R. J. Oulmann, general manager.
Services: Recording, program production, package programs.

ALLEN A. FUNT PRODUCTIONS
100 Central Park S., New York 17, N. Y., Tel.: Judson 6-5227; Allen A. Funt, manager.
Services: Production.

G

BLANCHE GAINES
40 E. 49th St., New York 17, N. Y., Tel.: Plaza 9-3873.
Services: Scripts.

GAINSBOROUGH ASSOC. INC.
1440 Broadway, New York 18, N. Y., Tel.: Chickering 4-0626; Mitchell Jablons, president.
Services: Program production, syndicated transcriptions, scripts, package programs, talent.
Hollywood—6615 Padre Terrace, Tel.: Granite 6930; M. A. Boyd.

GALE AGENCY INC.
48 W. 48th St., New York 19, N. Y., Tel.: Plaza 7-7100; Moe Gale, president.
Services: Booking.

GALE INC.
48 W. 48th St., New York 19, N. Y., Tel.: Plaza 7-7100; Tim Gale, president.
Services: Talent.

GALLUCCI BROS. & ASSOC.
727 Meriden Rd., Waterbury 63, Conn.; N. T. Gallucci, general manager.
Services: Package programs.

GAMBLE RECORDING STUDIO
(Formerly Gamble Hinged Music Co.)
228 S. Wabash Ave., Chicago 4, Ill., Tel.: Harrison 7-1364; Richard Hervieux, manager.
Services: Recording.

AL GARRY PRODUCTIONS
48 W. 48th St., New York 19, N. Y., Tel.: RI 9-5055; Al Garry, owner.
Services: Package programs.

GBA PRODUCTIONS
727 Meriden Rd. Waterbury, Conn.; Joe Gallucci, president.
Services: Package programs.

GENERAL ARTISTS CORP.
1270 RKO Bldg., New York 20, N. Y., Tel.: Circle 7-7550.
Services: Talent, package programs.

GENNETT RECORDS
P. O. Box 38, Foulke Station, Richmond, Ind., Tel.: 2-3871; H. Gennett Jr., owner-manager.
Services: Producer of sound effect records.
Los Angeles 15—1344 S. Flower, Tel.: Prospect 2035; Philip Johnson.
New York 36—15 W. 47th St., Tel.: Plaza 7-0695; Charles Michelson.

MITCHELL GERTZ AGENCY INC.
240 S. Beverly Dr., Beverly Hills, Calif., Tel.: Crestview 4-5491; Mitchell Gertz, president.
Services: Scripts, package programs, talent.

JOHN E. GIBBS & CO. INC.
30 Rockefeller Plaza, New York 20, N. Y., Tel.: Plaza 7-5959; John Gibbs, president.
Services: Program production and packages, scripts, talent.

GRACE GIBSON RADIO PRODUCTIONS
6533 Hollywood Blvd., Hollywood 28 Calif., Tel.: Granite 5543; Bob Reichenbach, general manager.
Services: Recording, program production, syndicated transcriptions, package programs.

HAROLD GINGRICH PRODUCTIONS
520 N. Michigan Ave., Chicago 11, Ill., Tel.: Michigan 2-7021; Harold R. Gingrich, owner.
Services: Recording, program production, syndicated transcriptions, scripts, package programs.

NAT C. GOLDSTONE AGENCY
9121 Sunset Blvd., Los Angeles 4 Calif., Tel.: Crestview 6-1071; Nat C. Goldstone, owner: John A. Ettlinger, radio-TV department head.
Services: Program production, scripts, package programs, talent.

HARRY S. GOODMAN PRODUCTIONS
19 E. 53d St., New York City, Tel.: Plaza 5-6131; Harry S. Goodman, president.
Services: Syndicated transcriptions, package programs, recording, program production, scripts, talent.

GOODSON-TODMAN PRODUCTIONS
41 E. 57th St., New York 22, N. Y., Tel.: Plaza 5-9100; W. S. Todman, Mark Goodson, partners.
Services: Program production and packages, scripts.

GOTHAM RECORDING CORP.
2 W. 46th St., New York 36, N. Y., Tel.: Judson 6-5577; Herbert M. Moss, president.
Services: Recording, program production, scripts, package programs.

GREEN ASSOC.
520 N. Michigan Ave., Chicago 11, Ill., Tel.: Whitehall 4-0818; Lewis G. Green, general manager.
Services: Recording, program production, syndicated transcriptions, scripts, package programs.

BEN GREENE FILM PRODUCTIONS
48 W.. 48th St., New York 36, N. Y. Tel.: Plaza 7-3858; Ben Green owner.
Services: Recording, production.

JOHN GUEDEL RADIO PRODUCTIONS
1680 N. Vine St., Hollywood 28, Calif. Tel.: Hempstead 5186; John Gued Art Linkletter, partners.
Services: Program production, package programs.
Pacific Palisades (Calif.)—554 Radcliff Tel.: Exbrook 4-4567; Dick Pettit.
Sherman Oaks (Calif.)—15418 Sutt St., Tel.: State 9-2676; Martin H

GUILD RADIO FEATURES
Trinity Square, Toronto, Ont., Canad W. H. McAlpine manager.
Services: Recording.

(Continued on page 352)

TRANSCRIPTIONS ?
RECORDS ?
CALL
COLUMBIA
ORIGINATOR OF MODERN MONEY-SAVING
MICROGROOVE
TRANSCRIPTIONS

Columbia Records Inc.
799 Seventh Avenue
New York, New York
Circle 5-7300

Columbia Records Inc.
410 North Michigan Avenue
Chicago, Illinois
Whitehall 4-6000

Columbia Records Inc.
8723 Alden Drive
Los Angeles, California
Bradford 2-5411

Trade-Marks "Columbia," "Masterworks," ®, ® Reg. U. S. Pat. Off. Marcas Registradas

MORE AND MORE SPONSORS ARE

JUDY CANOVA

WORLD STARS

The greatest names in show business . . . big, dramatic stars who are big box office nationally . . . are now available to local sponsors in an amazing quantity of top-quality shows!

DAVID ROSE

WORLD ARTISTS

From hillbilly to Metropolita Opera stars . America's leading vocalists and musicians are ready to provide stations with listening pleasure that's a pleasure to sell!

DICK HAYMES

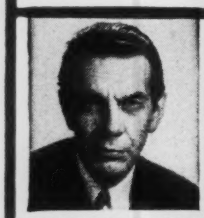
WORLD SPECIAL CAMPAIGNS

Attention-getting, sales-making . . . World's unequalled library of clever, catchy songs and special selling campaigns are designed for all types of sponsors . . . all types of occasions!

MIMI BENZELL

WORLD SCRIPTS

Every week . . . sparkling, new continuity is sent to stations to keep programs fresh for the listening audience . . . th buying audience!

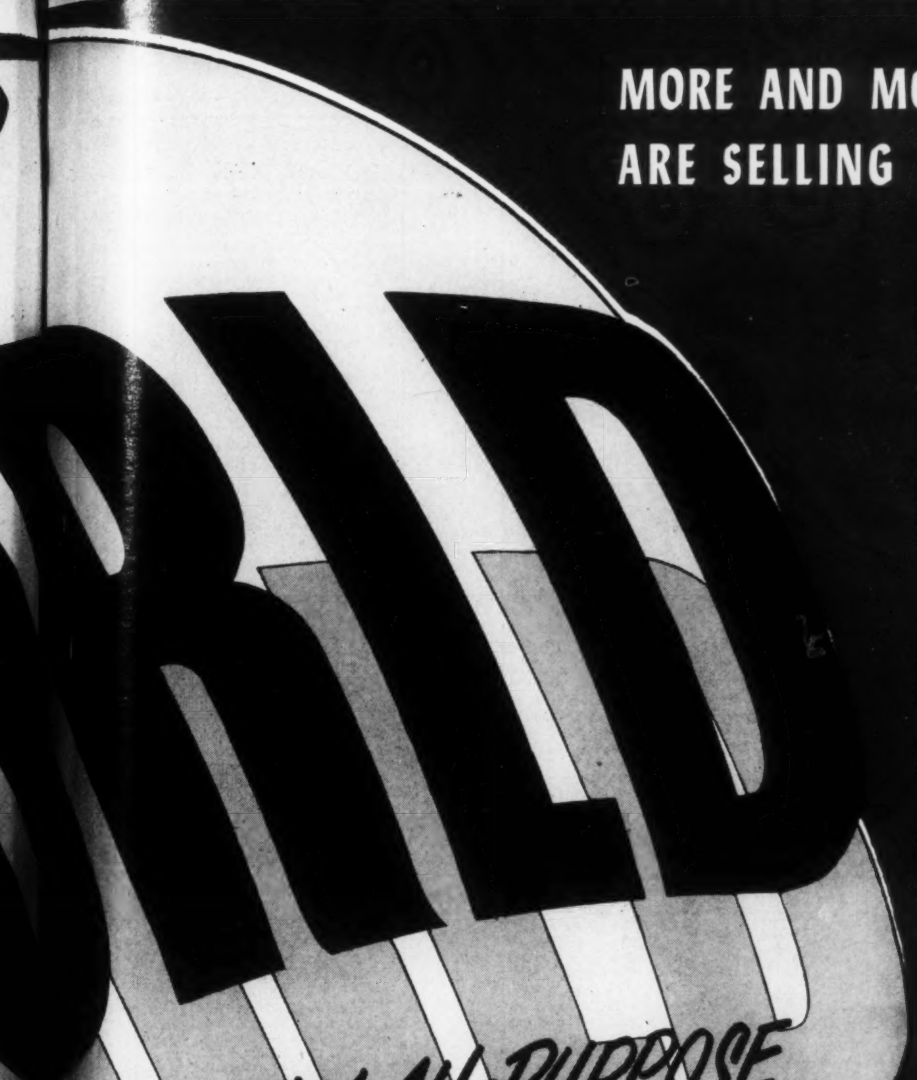

RAYMOND MASSEY

EDDY HOWARD

WORLD ADVERTISING AIDS—Colorful, sponsor-selling broadsides . . . complete, audience-building promotional portfolios . . . and exciting, sales-clinching audition discs are provided by World to help stations sell!

XUM

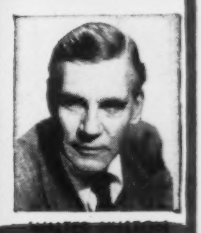
MORE AND MORE STATIONS ARE SELLING WORLD!



MONICA LEWIS

"In these days, when a sound economy is more important than ever, WORLD sets the pace by meeting stations' needs in a hard-headed business manner. WORLD is tops in commercial libraries!"

WKOP, Binghamton, N. Y.
Wally Buman,
Program Director



"We've found that WORLD, plus production on the local level, spells SALES!"

KMOD, Modesto, California
Gene D'Accardo,
Program Director

"WORLD makes a world of difference in programming and sales . . . this is no idle statement. On the contrary, it falls far short of appraising the improvement that has resulted since subscribing to WORLD!"

WBBC, Flint, Michigan
W. Eldon Garner,
General Manager

"WORLD keeps us well ahead of the other stations in this area. We are really going strong with WORLD down here and are looking forward to more of your production masterpieces!"

KEYS, Corpus Christi, Texas
Ben F. Blackmon, Jr.,
Program Director

WRITE, WIRE OR PHONE WORLD *TODAY*
FOR BIGGER, BETTER AND MORE PROFITABLE
PROGRAMMING *TOMORROW!*

WORLD
SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
An Affiliate of The Frederic W. Ziv Company
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 348)

H

HERMAN HACK PRODUCTIONS
535 N. Laurel Ave., Los Angeles 48, Calif., Tel.: Walnut 2068; Herman Hack, owner.
Services: Program production, package programs.

SYLVIA HAHLO THEATRICAL AGENCY
113 W. 57th St., New York 19, N. Y., Tel.: Judson 6-2731; Sylvia Hahlo.
Services: Talent.

WENDELL HALL MUSIC MAKER PRODUCTIONS
4355 N. Paulina St. Chicago 13, Ill., Tel.: Graceland 2-6418; Wendell Hall, owner.
Services: Package programs, talent.

MITCHELL J. HAMILBURG AGENCY
8776 Sunset Blvd., Hollywood 46, Calif., Tel.: Crestview 5-4171; Mitchell J. Hamilburg, owner.
Services: Program production, scripts, package programs, talent.

LAURENCE HAMMOND PRODUCTIONS INC.
455 E. 51st St., New York 22, N. Y., Tel.: Plaza 9-2210; Laurence Hammond, president.
Services: Recording, program production, syndicated transcriptions, scripts, package programs.

MARK HANNA
654 Madison Ave., New York 21, N. Y., Tel.: Templeton 8-8730; Mark Hanna.
Services: Talent.

HARRIS & STEELE
50 W. 67th St., New York 23, N. Y., Tel.: Endicott 2-9555; Helen Steele, manager.
Services: Production, talent.

HARTLEY PRODUCTIONS INC.
20 W. 47th St., New York 36, N. Y., Tel.: Judson 2-3960; Ed Lewis, sales manager.
Services: Recording.

SAM HAYES PRODUCTIONS
6000 Sunset Blvd., Hollywood 28, Calif., Tel.: Hempstead 1515; Sam Hayes, president and general manager.
Services: Program production, package programs.

GEORGE HEID PRODUCTIONS
William Penn Hotel, Pittsburgh 30, Pa., Tel.: Grant 1-3696; George Heid, president.
Services: Package programs and production, recording, transcriptions, scripts, talent, air checks service.

HORACE HEIDT PRODUCTIONS
14155 Magnolia Blvd., Van Nuys, Calif., Tel.: State 4-8211; Horace Heidt, producer-director.
Services: Program production, scripts, package programs, talent.

WALTER HERZBRUN AGENCY
8820 Sunset Blvd., Los Angeles 46, Calif., Tel.: Crestview 6-4157; Walter Herzbrun, president.
Services: Scripts, talent.

HISPANO BROADCASTING CO.
4448 Brooklyn Ave. Los Angeles 22, Calif., Tel.: Angelus 3-6005; Tony Sein, manager.
Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.

HOLLYWOOD CENTRAL RECORDING STUDIOS INC.
1538 N. Cahuenga Blvd. Hollywood 28, Calif., Tel.: Hempstead 2131; Boris Radoff, president.
Services: Recording, program production.

WEST HOOKER INC.
30 Rockefeller Plaza, New York 20 N. Y., Tel.: Judson 2-3026; West Hooker, president.
Services: Package programs, program production, talent.
New York—853 7th Ave., Tel.: Judson 2-3026; G. Van Patten.

HOWARD RADIO-TV PRODUCTIONS
123 W. Chestnut St., Chicago 10, Ill., Tel.: Michigan 2-0128; Bernard Howard, owner.
Services: Recording, program production, scripts, package programs, consultant.

MARY HOWARD PRODUCTIONS
37 E. 49th St. New York 17, N. Y., Tel.: Plaza 8-2910; Mary Howard, owner.
Services: Recording.

RICHARD W. HUBBELL & ASSOC.
441 E. 20th St. New York 10, N. Y., Tel.: 7-6863; R. W. Hubbell, chairman.
Services: Agent for foreign syndicated transcriptions.
New York City—120 Broadway, Tel.: Barclay 7-7760; Gilbert Parker.
London—Ila Montpelier St., S. W. 7, Tel.: Kensington 6250; Derick Williams.
Sherman Oaks (Calif.)—4825 Katherine Ave.; Philip Booth.

HULLINGER PRODUCTIONS
5200 Klingle St., N. W., Washington 16, D. C., Tel.: Woodley 6-9487; Edwin Ware Hullinger, president.
Services: Recording, scripts.

I

INTER - CALIFORNIA BROADCASTING SYSTEM
253 S. Broadway, Los Angeles 12, Calif., Tel.: Mutual 2759; G. F. Moran, general manager.
Services: Recording, program production, syndicated transcriptions, package programs (Spanish radio advertising agency).

INTERNATIONAL MONITORING SERVICE
1103 North Rd., Belmont, Calif., Tel.: Lytell 3-4728; Edgar W. Parmenter, managing director.
Services: Recording (audio, visual and recorded reports), special service for shortwave broadcasters, interference monitoring, electronic equipment and design, purchasing agent.
Los Angeles—12215 Victoria, Tel.: Exbrook 81271; J. M. Dill.
Venice, Calif. — 5404 Centinella, Tel.: Exbrook 81271; L. D. Skonnord.
Grand Forks (N. D.)—1025 Lanark Ave., Tel.: 23016; R. W. Jagd.

CHARLES IRVING PRODUCTIONS
1161 York Ave., New York City, Tel.: Eldorado 5-0389; Charles Irving, owner.
Services: Program productions and package shows (live and transcribed), scripts.

LOU IRWIN INC. AGENCY
9165 Sunset Blvd., Hollywood 46, Calif., Tel.: Crestview 1-7131; Lou Irwin, president.
Services: Talent representative.

J

FREDERICK JACKY PRODUCTIONS
520 N. Michigan Ave., Chicago 11, Ill., Tel.: Deleware 7-3262; Frederick Jacky, owner.
Services: Program production, syndicated transcriptions, scripts, package programs.

JAFFE AGENCY INC.
8553 Sunset Blvd., Hollywood 46, Calif., Tel.: Crestview 6-6121; Sam Jaffe, president; Mary Baker, West Coast radio-TV head.
Services: Program production, scripts, package programs, talent.
New York 22—38 E. 57th St., Tel.: Plaza 9-6693; Don A. Davis.

JEWELL RADIO AND TELEVISION PRODUCTIONS
185 N. Wabash Ave., Chicago 1, Ill., Tel.: Financial 6-4474; James E. Jewell, president.
Services: Syndicated transcriptions, scripts, package programs.

K

KAGRAN CORP.
4 W. 58th St., New York 19, N. Y., Tel.: Murray Hill 8-0585; Martin Stone, president.
Services: Program production, package programs.

ESTELLA H. KARN
49 W. 45th St., New York City, Tel.: Luxemburg 2-2170; Estella H. Karn, manager-producer.

K-D TALENT
(Formerly Kaie Deei)
1697 Broadway, New York 19, N. Y., Tel.: Columbus 5-3623; Kaie Deei, director.
Services: Scripts, talent.

JOHN KEATING RECORDING STUDIO (JOHN KEATING RADIO STATION REPRESENTATIVE)
414 Alderway Bldg., Portland, Ore., Tel.: Beacon 4107; Don Motter, owner-manager.
Services: Recording, program production, talent.
Seattle—Second & Pine Bldg., Tel.: Elliott 6520; Jack Ellison, manager.

KMBC-KFRM ARTIST BUREAU
KMBC Bldg., 11th & Central, Kansas City 5, Mo., Tel.: Harrison 2650; James E. McConnell.
Services: Furnishes radio artists.

L

LANG-WORTH DIST. CORP.
113 W. 57th St., New York 19, N. Y., Tel.: Judson 6-5700; C. O. Langlois, president.
Services: Syndicated transcriptions, package programs.

LANG-WORTH FEATURE PROGRAMS INC.
113 W. 57th St., New York 19, N. Y., Tel.: Judson 6-5700; C. O. Langlois, president.
Services: Program production.
Toronto (Ont.)—(S. W. Caldwell Ltd.), 150 Simcoe St., Tel.: Empire 6-8727; S. W. Caldwell.

HERBERT S. LAUFMAN & CO.
624 S. Michigan Blvd., Chicago 5, Ill., Tel.: Webster 9-2302; Herbert S. Laufman, Jules Pewowar.
Services: Program production and packages (live and transcribed).

JERRY LAYTON ASSOC. INC.
551 5th Ave., New York 17, N. Y., Tel.: Murray Hill 7-6320; Jerry Layton, president.
Services: Program production, scripts, package programs, talent.

LES LEAR PRODUCTIONS
139 N. Clark St., Chicago 2, Ill., Tel.: Franklin 2-7840; Les Lear, manager.
Services: Talent, production.

W. BIGGIE LEVIN
(Television Airshows Inc., Airshows Inc.)
612 N. Michigan Ave., Chicago 11, Ill., Tel.: Superior 7-0506; W. Biggie Levin, president.
Services: Production, package programs, talent, scripts.

JACK LEWIS THEATRICAL ENTERPRISES
1564 Broadway, New York 36, N. Y., Tel.: Plaza 7-0412.
Services: Production, talent, scripts.

LESTER LEWIS ASSOC.
11 E. 48th St., New York 17, N. Y., Tel.: Plaza 3-5083; Lester Lewis.
Services: Program production, scripts, package programs, talent.

LEWIS & CLARK INC.
1020 N. Rush St., Chicago 11, Ill., Tel.: Whitehall 3-1412; Herschell G. Lewis, president.
Services: Program production, syndicated transcriptions, scripts, package programs, talent.

LICHTIG-ENGLANDER
(See Roy Mack & Lou Levine Agency)

LIFETONE TRANSCRIPTIONS
#3 Gilbert Court, Peoria 5, Ill., Tel.: 2-9443; Norris John Buechele, president.
Services: Recording, program production, package programs.

ART LINICK ENTERPRISES
400 N. Michigan Ave., Chicago 11, Ill., Tel.: Whitehall 4-5230; Art Linick, manager.
Services: Production.

RAY LINTON & CO.
360 N. Michigan Ave., Chicago 1, Ill., Tel.: Franklin 2-8067; Ray Linton.
Services: Sales agent for transcribed programs.

JACK LLOYD & ASSOC.
4119 Los Feliz Blvd., Los Angeles 27, Calif., Tel.: Olympia 1214; Jack Lloyd, executive director.
Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.

BOB LOEWI PRODUCTIONS INC.
255A E. 49th St., New York 17, N. Y., Tel.: Plaza 5-0958, Murray Hill 8-2600; Bob Loewi, president.
Services: Package programs.

ROBERT LONGENECKER
8428 Melrose Pl., Los Angeles 46, Calif., Tel.: Webster 1-2267; Robert Longenecker, president.
Services: Program production, scripts, package programs, talent.

PHILLIPS H. LORD INC
501 Madison Ave., New York 22, N. Y., Tel.: Plaza 5-2211; Phillips H. Lord, president.
Services: Package productions.

LOTT VIDEO PRODUCTIONS
Broadway & 11th St., Santa Monica, Calif., Tel.: Exbrook 4-8279; D. N. Lott, owner.
Services: Program production, package programs.

LUXEMBOURG BROADCASTING CO. (AMERICAN SALES & SERVICING AGENCY) (Radio Luxembourg)
175 5th Ave., New York 10, N. Y., Tel.: Algonquin 4-7881; Guy Bolam, manager.

M

C. P. MacGREGOR
729 S. Western Ave., Hollywood 5, Calif., Tel.: Dunkirk 4-4191; George R. Jones, general sales manager.
Services: Recording, program productions, syndicated transcriptions, scripts, package programs, talent.
Toronto—150 Simcoe St., Tel.: Plaza 8727; S. W. Caldwell.

ROY MACK & LOU LEVINE AGENCY
(Formerly Lichtig-Englander)
9128 Sunset Blvd., Hollywood 46, Calif., Tel.: Crestview 1-2141; Roy Mack and Lou Levine, partners.
Services: Program production, package programs, talent.

MARSHALL-HESTER PRODUCTIONS INC.
521 5th Ave., New York 17, N. Y., Tel.: Murray Hill 7-2722; Anthony W. Marshall, president.
Services: Program production, scripts, package programs; also consultant.

MASTERSON, REDDY & NELSON
745 5th Ave., New York 22, N. Y., Tel.: Plaza 9-1120; John Masterson, John Reddy, John Nelson, partners.
Services: Package programs.

ROBERT MAXWELL ASSOCIATES
480 Lexington Ave., New York 17, N. Y., Tel.: Plaza 9-5700; Robert Maxwell, director.
Services: Package programs, production.

MCA ARTISTS LTD.
598 Madison Ave., New York City, Tel.: Plaza 9-7500; Harold Hackett, vice president.
Services: Package programs, talent.
Beverly Hills (Calif.)—9370 Santa Monica, Tel.: Crestview 6-2001; Mickey Rockford.
Chicago—430 N. Michigan Ave., Tel.: Delaware 7-1100; M. B. Lipsey.
San Francisco—105 Montgomery St., Tel.: Exbrook 2-8922; Kirk Torney.
Dallas—2102 Akard St., Tel.: Central 1448; Eddie Greene.
Cleveland — Union Commerce Bldg., Tel.: Cherry 1-6010; De Arv Barton.
Detroit—1612 Book Tower, Tel.: Woodward 2-2604.
Boston—45 Newbury St., Tel.: Copley 7-5830.
Minneapolis—Northwestern Bank Bldg., Tel.: Lincoln 7863; Charles Richter.

RALPH S. McFEELY CO.
Hartman Theatre Bldg., Columbus 15, Ohio, Tel.: Adams 4116; Ralph S. McFeely.
Services: Syndicated transcriptions.

ALEXANDER McQUEEN & ASSOC.
5222 N. Lakewood Ave., Chicago 40, Ill., Tel.: Ravenswood 8-9010; Alexander McQueen, manager.
Services: Program production, talent.

MELOTONE RECORDING STUDIO
25 Central Park West, New York 23 N. Y., Tel.: Circle 6-1366; Mera M Weinstock, director.
Services: Recording.

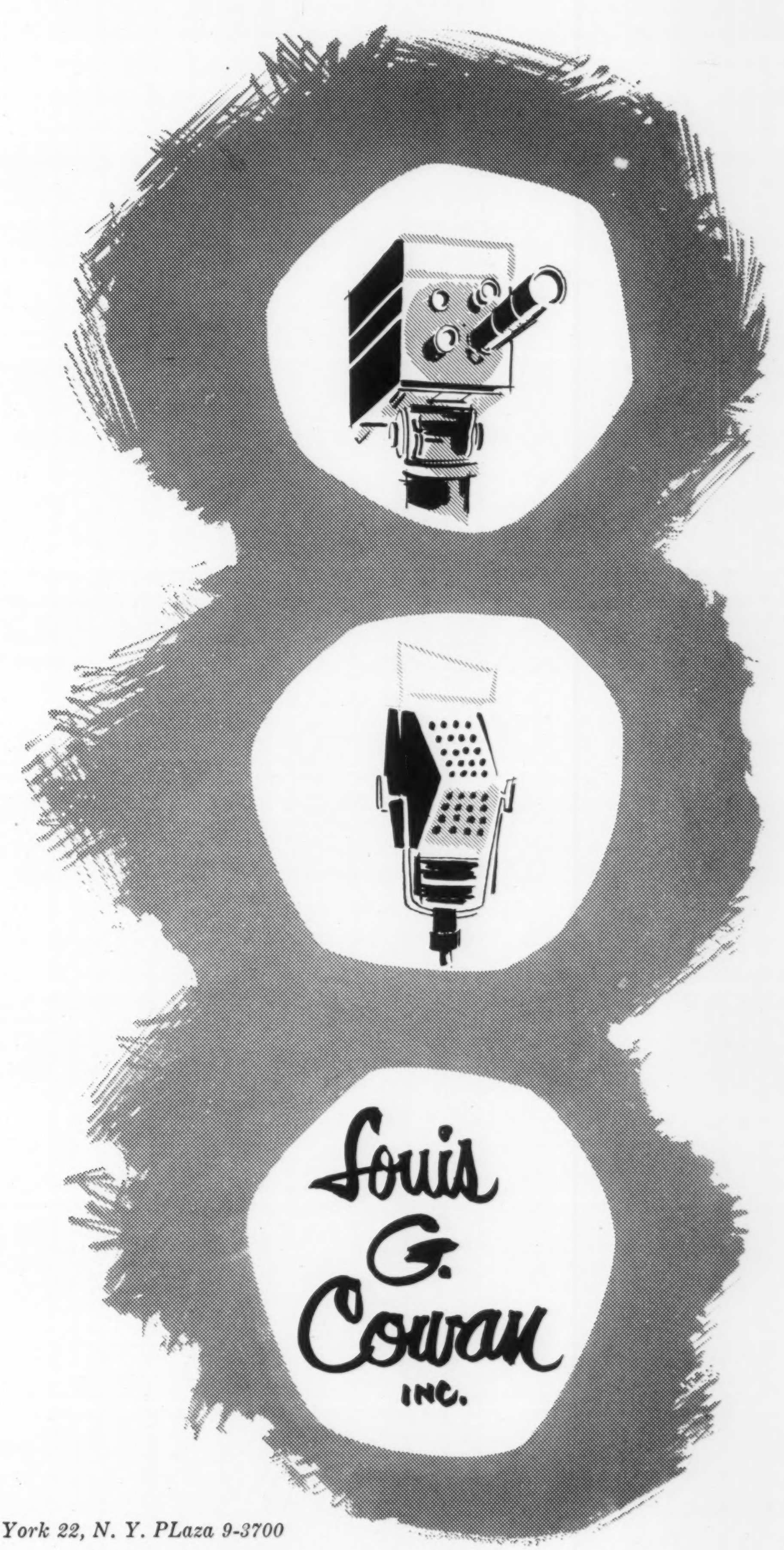
METRO ARTIST BUREAU
730 5th Ave., New York 19, N. Y., Tel. Circle 6-8471; T. M. Nelson, director
Services: Program production, scripts package programs, talent.

METRO-GOLDWYN-MAYER RADIO ATTRACTIONS
711 5th Ave., New York 22, N. Y., Tel. Murray Hill 8-1000; Bertram Lebha Jr., director.
Services: Recording, program production, syndicated transcriptions.

METROPOLITAN STUDIOS FOR RECORDING
1697 Broadway, New York 19, N. Y Tel.: Circle 7-3428; Leo Kahn, pres dent.
Services: Recording, transcription production, air checks.

CHARLES MICHELSON INC.
15 W. 47th St., New York 36, N. Y Tel.: Plaza 7-0695; Charles Michelso president.
Services: Recording, program production, syndicated transcriptions, pac age programs.
Hollywood 28—6533 Hollywood Blv Tel.: Hollywood 9-4580; Bob Reiche bach.
Chicago 1—360 N. Michigan Ave., Te Franklin 2-8067, Ray Linton.
Palm Beach (Fla.)—262 Park Ave., Te Palm Beach 3-5027; Charles Higgin
London—3 Abbey Rd., N. W., Te Cunningham 1161; W. S. Barrell.

(Continued on page 354)


Louis
G.
Cowan
INC.

NEW YORK *575 Madison Avenue, New York 22, N. Y. PLaza 9-3700*
CHICAGO *8 S. Michigan Avenue, Chicago 3, Ill. RAndolph 6-2022*

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 352)

MICHELSON & STERNBERG INC.
15 W. 47th St., New York 36, N. Y., Tel.: Plaza 7-1269; Aaron Michelson, president.
Services: ETs and sound effect records for export.

J. W. MILLER CO.
Miller Bldg., Guilford, Conn., Tel.: Glendale 3-2748; James W. Miller, president.
Services: Program production, package programs, management consultant.

MOLE & LEE INC.
105 W. 55th St., New York 19, N. Y., Tel.: Circle 6-0006; John Mole, president.
Services: Package shows.

MONARCH PROGRAM LIBRARY INC.
615 Kittredge Bldg., 511 16th St., Denver 2 Col.: Tel.: Alpine 4038; Noel Jordan, president; Garrett M. Etheridge, vice president, manager.
Services: Production of packages and spot announcements, syndicated transcriptions, scripts, talent.

MONOGRAM-CHICAGO
75 E. Wacker Dr., Chicago 1, Ill., Tel.: Andover 3-7169; William K. Ermeling, president.
Services: Program production, package programs.

CARLTON E. MORSE PRODUCTIONS
1500 Vine St., Hollywood 28, Calif., Tel.: Hollywood 9-6161; Carlton E. Morse, owner.
Services: Recording, program production, scripts, package programs.

MORTON RADIO PRODUCTIONS INC.
360 N. Michigan Ave., Chicago 11, Ill., Tel.: Central 6-4144; Morton Jacobson president.
Services: Syndicated transcriptions, package programs.

HERBERT M. MOSS PRODUCTIONS
2 W. 46th St., New York 36, N. Y., Tel.: Judson 6-5577; Herbert M. Moss.
Services: Recording, program production, package programs.

N

NBC RADIO RECORDING DIVISION
30 Rockefeller Plaza, New York 20, N. Y., Tel.: Circle 7-8300; Charles G. Hicks Jr., manager.
Services: Recording, program production, scripts, package programs, talent.
Chicago 54—Merchandise Mart.
Washington (D. C.)—Wardman Park Hotel.
Hollywood 28—Sunset & Vine Sts.

NATIONAL PRODUCTIONS
1415 K St., N. W., Washington 5, D. C., Tel.: Sterling 3-2222; Robert L. Friend.
Services: Recording, program production, scripts, package programs, talent.

NATIONAL RESEARCH BUREAU INC.
(Merchandising Div.)
415 N. Dearborn St., Chicago 10, Ill., Tel.: Superior 7-5080; Frank P. Kendall, executive vice president.
Services: Idea services for stations.
Burlington (Iowa)—NRB Bldg., Tel.: 5528.

NATIONAL RETAIL RADIO SPOTS INC.
6331 Hollywood Blvd., Hollywood 28, Calif., Tel.: Hollywood 9-1989; Phillip B. Singer, president; Barton Fellowes, sales manager.
Services: Syndicated transcriptions, package programs, program production.

NATIONAL SAFETY COUNCIL
425 N. Michigan Blvd., Chicago 11, Ill., Tel.: Whitehall 4-4800; Ned H. Dearborn, president.
Services: Recording, scripts.

GEORGE R. NELSON INC. (Advertising Agency)
208 State St., Schenectady, N. Y., Tel.: Schenectady 4-4135; Robert S. Cragin, radio director.
Services: Transcription production.

TED NELSON ASSOC.
730 5th Ave., New York 19, N. Y., Tel.: Circle 6-8470; Ted Nelson, director.
Services: Program production, scripts, package programs, talent.

NELSON PRODUCTIONS INC.
341 Madison Ave., New York 17, N. Y., Tel.: Murray Hill 6-5862; Raymond E. Nelson, president.
Services: Recording, program production, package programs.

NETHERLANDS INFORMATION SERVICE
10 Rockefeller Plaza, New York 20, N. Y., Tel.: Columbus 5-6216; Mrs. Ann Buurman.
Services: Recording, scripts (for women commentators), interview service.
San Francisco—988 Mills Bldg., Tel.: Exbrook 2-7948; Mrs. Julie G. Lynch.
Holland (Mich.)—Netherlands Museum, Tel.: Holland 3174; Willard C. Wichers.

NEWSREEL SERVICE
5 Centre Market Pl., New York 13, N. Y., Tel.: Canal 6-3284; Howard V. Smythe, production manager.
Services: Tape recording, program production.

OLIVER W. NICOLL PRODUCTIONS
(Radio Features of America)
37 W. 46th St., New York 36 N. Y., Tel.: Luxemburg 2-5130; Oliver W. Nicoll, executive director.
Services: Transcriptions, production, package programs.

NOCTURNE PRODUCTIONS
88 Diamond Bridge Ave., Hawthorne, N. J., Tel.: Hawthorne 7-2523; Jack Hartley.
Services: Recording, program production, syndicated transcriptions, package programs.

NOLA STUDIOS INC.
1657 Broadway, New York 19, N. Y., Tel.: Plaza 7-4870; Vincent T. Nola, vice president.
Services: TV talent, film processing.
New York 19—Steinway Hall, 113 W. 57th St., Tel.: Judson 6-0040; Vincent J. Nola.

JOHN NORMAN PRODUCTIONS
916 Truxillo, Houston 6, Txas, Tel.: Lynchburg 7336; John Norman, general manager.
Services: Program production, syndicated transcriptions, scripts, package programs, talent, consultant.

MEYER B. NORTH
1564 Broadway, New York 36, N. Y., Tel.: Plaza 7-3445; Meyer B. North, owner.
Service: Talent representative.

O

JOHN O'CONNOR
1697 Broadway, New York 19, N. Y., Tel.: Circle 5-4920; John O'Connor, manager.
Services: Production, talent, scripts.

LILIAN OKUN INC.
2 W. 67th St., New York 23, N. Y., Tel.: Trinidad 7-8916; Lilian Okun, manager.
Services: Program production, package programs (children, teen-age).

ORSATTI & CO., INC.
300 S. Beverly Dr., Beverly Hills, Calif., Tel.: Crestview 6-6241; Irving Salkow, manager.
Services: Program production, scripts, package programs, talent.

OXARART & STEFFNER INC.
6223 Selma, Hollywood 28, Calif., Tel.: Hollywood 9-1171; Wayne Steffner.
Services: Program production, scripts, package programs.

P

PACKAGED PROGRAMS INC.
634 Penn Ave., Pittsburgh 22, Pa., Tel.: Grant 1-4756; M. E. Fierst, general manager.
Services: Recording, program production, syndicated transcriptions, scripts, package programs.

PALMETTO BROADCASTING SYSTEM
(TRANSCRIPTION DIV. OF HALL BROADCASTING & TELEVISION CO. INC.)
1 Martin St., Anderson, S. C.; Tel.: 3802 Ld 14; Glenn P. Warnock, general manager.
Services: Syndicated transcriptions, package programs.
Holly Hill (Fla.)—RR #3; Homer Hardesty, manager.
Wilmette (Ill.)—310 Central St.; Dr. Charles Allen, manager.

PETERSON RADIO PRODUCTIONS
1457 Broadway, New York 36, N. Y., Tel.: Wisconsin 7-0069; Donald Peterson, owner.
Services: Recording, program production (religious, economic).

PHILBIN-BERGMANN PRODUCTIONS
350 5th Ave., New York 1, N. Y., Tel.: Longacre 5-3200; Robert Bergmann, production head.
Services: Program production, package programs.

POLISH BELLS RADIO PROGRAM (STATION WBNX NEW YORK)
260 E. 161st St., New York 56, N. Y., Tel.: Melrose 5-0333; T. W. Ochrymowicz, director.
Services: Recording, program production, scripts, package programs, talent.
Hicksville (N. Y.)—Plainview RD1, Tel.: 3-0187.

POLISH BROADCASTING BUREAU
820 Fillmore Ave., Buffalo 12, N. Y., Tel.: Cleveland 6876; Joseph F. Mikolajczak, owner.
Services: Program production (Polish).

LELAND POWERS SCHOOL INC.
31 Evans Way, Boston 15, Mass., Tel.: Aspinwall 7-2900; Haven M. Powers, principal.
Services: Talent.

GEORGE LOGAN PRICE
20828 Pacific Coast Hwy, Malibu, Calif., Tel.: Globe 6-2315; G. L. Price, president.
Services: Syndicated transcriptions, scripts, package programs, talent.

PRINCETON FILM CENTER INC.
Carter Rd. Princeton, N. J.; Tel.: 3550; Gordon Knox, president; Jack Barlass, executive vice president.
Services: Recording.
New York 22—300 Park Ave.; Tel.: Plaza 5-0322; Jack S. Barlass, executive vice president.
Philadelphia—1714 Chestnut St.; Tel.: Locust 7-6554; Col. E. A. Davies.

PROCKTER PRODUCTIONS INC.
221 W. 57th St., New York 19, N. Y., Tel.: Judson 6-4830; Bernard J. Prockter, president.
Services: Package programs.

R

RADIO CENTER
1203 S. Main St., Los Angeles 15, Calif., Tel.: Prospect 9232; Al Nazareth, owner.
Services: Recording, program production, scripts, package programs (Armenian, Turkish programs).

RADIO EVENTS INC.
535 5th Ave. New York City, Tel.: Murray Hill 7-1668; Julienne Dupuy, manager.
Services: Production, scripts, talent.

RADIO FEATURES OF AMERICA
37 W. 46th St., New York 36, N. Y., Tel.: Luxemburg 2-5130; Oliver W. Nicoll, executive director; Sandra Munsell, associate director.
Services: Program production and package programs, consultant.
New York 22—(Production Unit)—Hotel New Weston, Madison Ave. and 49th St., Tel.: Plaza 3-4800; John H. Macdonell, managing director.

THE RADIO & FILM COMMISSION OF THE METHODIST CHURCH
1908 Grand Ave., Nashville 4, Tenn., Tel.: 42-4335; Howard Ellis, radio director.
Services: Package programs (Upper Room Radio Parish, devotional guide).

RADIO PRODUCERS OF HOLLYWOOD
1364 S. Roxbury Dr., Los Angeles 35, Calif., Tel.: Crestview 6-9197; Lou R. Winston, president.
Services: Syndicated transcriptions.

RADIO PRODUCTION SERVICE
501 Madison Ave., New York 22, N. Y., Tel.: Plaza 3-8940; Irene Beasley, owner.
Services: Package programs (live and transcribed).

RADIO PROGRAMME PRODUCERS
1440 St. Catherine St., West, Montreal, Quebec, Tel.: University 6-8751; Paul L'Anglais, president.
Services: Program production, package programs.

RADIO PROVIDENCE PRODUCTIONS INC.
10 Paterson St., Providence 6, R. I., Tel.: Plantations 1-6784; Frank Jones, president.
Services: Program production, scripts, package programs.

RADIO RECORDERS
7000 Santa Monica Blvd., Hollywood 3 Calif., Tel.: Hempstead 3282; J. Josep Sameth, vice president in charge o sales.
Services: Recording.

RADIO RECORDING STUDIOS
1244 Carmen Ave., Chicago 40, Ill., Tel.: Edgewater 4-6461; Myron Bachman, owner.
Services: Recording (copy from tape to disc, disc to tape).

RADIO RESULTS
8641 S. Escanaba Ave., Chicago 17, Ill., Tel.: South Chicago 8-5374; George Jarovoski, manager.
Services: Foreign language broadcasting.

RADIO SCRIPT SERVICES
218 N. Duke St., Lancaster, Pa., Tel.: Lancaster 3-4337; Mrs. Dorothy S Brown, owner-director.
Services: Scripts (seasonal shows).

RADIO STATION WAIM
1 Martin St., Anderson, S. C., Tel.: 3800-01; Glenn P. Warnock, general manager.
Services: Syndicated transcriptions.

RADIO STATION WFAA
1122 Jackson St. Dallas, Texas, Tel.: Riverside 9631; Alex Keese, manager.
Services: Recording, program production, talent.

RADIO-TELEVISION ARTS ACADEMY
3819 Wilshire Blvd., Los Angeles 5 Calif., Tel.: Dunkirk 8-1323; Dora Balli, director.
Services: Program production, scripts, talent.

RADIOZARK ENTERPRISES INC.
606 Saint Louis St. Springfield 2, Mo.; Tel.: 2-4422; E. E. Siman Jr., John B. Mahaffey, vice presidents.
Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.
Chicago 1—75 E. Wacker Dr., Tel.: Andover 3-7169; William K. Emerling, manager.

DOROTHY N. RAISON AGENCY
5304 Clinton Ave., Los Angeles 4, Calif., Tel.: Hillside 8266; Dorothy N. Raison, manager.
Services: Scripts.

RAM PRODUCTIONS
661 West End Ave., New York 25, N. Y., Tel.: Monument 2-5111; E. F. Linkner, director.
Services: Recording, program production, syndicated transcriptions, package programs.

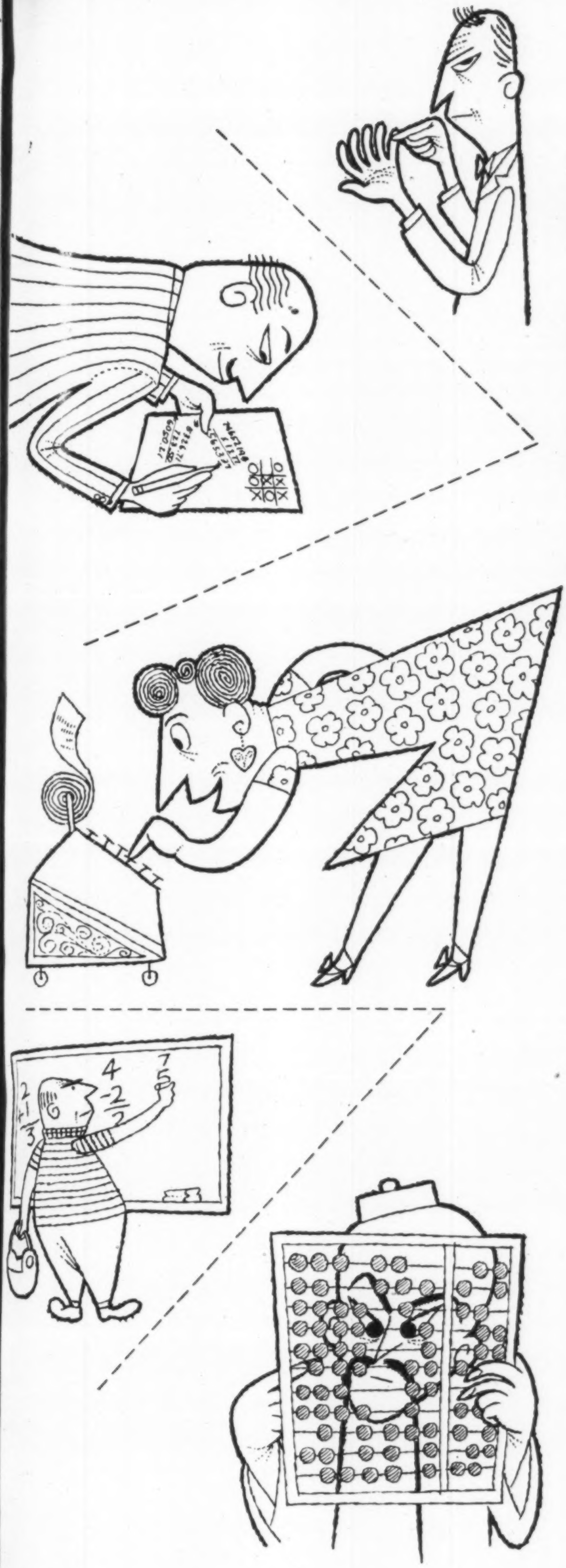
RAY & BERGER
1471 N. Tamarind Ave., Hollywood 2 Calif., Tel.: Hudson 2-4202; Howard Ray and Jack Berger, partners.
Services: Syndicated prizes, formats for giveaway shows.
New York City—(Dawn Elizabeth Co 163 Bleecker St., Tel.: Gramercy 5-0055; Marion Baldwin.

RCA VICTOR CO. LTD.
Royal York Hotel Toronto, Ontario Canada, Tel.: Empire 3-3443.
Services: Recording and transcriptions.
Montreal—1001 Lenoir St., Tel.: Wellington 7551; E. Traynor.

RCA VICTOR DIVISION
(RCA Victor Record Dept.)
630 5th Ave., New York 20, N. Y. Tel Judson 2-5011; Emanuel Sacks, vi president and general manager.
RCA Victor Custom Record Sales Di —James P. Davis, manager; Herbe H. Wood, artist and repertoire manager; Bennett S. Rosner, advertisi and promotion manager.
Custom Record Sales Section—D. Finn, manager; A. E. Hindle, Chica manager; Richard C. Bucholz, Holl wood manager; Richard E. Bylan New York manager of orders a service; Ralph C. Williams, New Yo sales representative (phonograph re ords); Marjorie B. Tuhaney, Ne York sales representative (slidefilm James R. Cunnison, New York sa representative (transcriptions); Ge rey B. Bennett, Chicago sales re resentative.
Services: Recording, pressing, tra scriptions, slidefilms and promoti records.

(Continued on page 356)

XUM



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Transcriptions of every description—Whether you buy for an advertising agency, a recording studio, public service institution or your own business, RCA Victor Custom Record Sales is set up to fill your every need. Just name it: audition discs, spot announcements, full length programs—10″ and 12″ microgroove; 12″ and 16″ standard groove . . .

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RCA Custom Record Sales

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

TMKS. ®

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New York 20, N. Y.
JUdson 2-5011

445 N. Lake Shore Dr.
Dept. B-10
Chicago 11, Ill.
WHitehall 4-3215

1016 N. Sycamore Ave.
Dept. B-10
Hollywood 38, Calif.
HIllside 5171

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 354)

RCA Recorded Program Services—A. B. Sambrook, sales manager; William F. Reilly, Central sales manager (Chicago); William C. Gartland, Western sales manager (Hollywood); George Field, Northeastern sales representative (New York); Henry A. Gillespie, Southeastern sales representative (Atlanta); George Reeser, Central sales representative (Chicago); Robert Fender, Southwestern sales representative (Dallas); Walter R. Seifert, manager of sales service; Donald D. Axt, manager of commercial research.

Services: Thesaurus (musical program service), RCA syndicated programs (recorded dramatic, variety, musical shows), TV film libraries and syndicated programs.

Studios and Regional Offices—630 5th Ave., New York 20, N. Y., Tel.: Judson 2-5011; 445 N. Lake Shore Dr., Chicago 11, Ill., Tel.: Whitehall 4-3530; 1016 N. Sycamore Ave., Hollywood 38, Calif., Tel.: Hillside 5171; 522 Forsyth Bldg., Atlanta 3, Ga., Tel.: Walnut 5948; 1907-11 McKinney Ave., Dallas, Texas. Tel.: Riverside 1371.

REC-ART RECORDING STUDIOS

1203 S. Main St.,, Los Angeles 15, Calif.; Al Nazareth.

Services: Recording.

RECORDERS LABS INC.

6916 Santa Monica Blvd., Hollywood 38, Calif., Tel.: Hudson 2-1251; R. L. Burgess, vice president.

Services: Recording.

REEVES SOUND STUDIOS INC.

304 E. 44th St., New York 17, N. Y., Tel.: Oregon 9-3550; Chester L. Stewart, vice president-general manager.

Services: Recording.

RELIGIOUS NEWS SERVICE

381 Fourth Ave., New York 16, N. Y., Tel.: Murray Hill 4-1463; Louis Minsky, managing editor.

Services: Scripts (weekly religious series).

REPUBLIC RADIO & TELEVISION FEATURES

64 E. Lake St., Chicago 1, Ill., Tel.: State 2-0460; Capico Kapps, president.

Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.

ROBBINS BROS.

67 W. 44th St., New York 36, N. Y., Tel.: Murray Hill 7-2033; Fred Robbins, president.

Services: Artists booking.

ROBINSON RECORDING LABS

#35 S. 9th St. Philadelphia 7, Pa., Tel.: Walnut 2-6800; W. R. Robinson.

Services: Recording, program production, talent.

ROCKHILL RADIO & TV PRODUCTIONS

18 E. 50th St., New York 22, N. Y., Tel.: Plaza 9-7979; Stanley J. Wolf, manager.

Services: Live and transcribed productions, recording.

For Dramatic Sound Effects Records . . . use

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Over 500 realistic sound effects

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RICHARD H. ROFFMAN ASSOC.

Hotel Sulgrave, 660 Park Ave., New York 21, N. Y., Tel.: Trafalgar 9-5640; Richard H. Roffman, president.

Services: Program production, package programs, talent.
Denver—1535 Locust St.; Miss Frances Shooker, western representative.

ROLAB STUDIOS & PHOTO-SCIENCE LABS

Sandy Hook, Conn., Tel.: Newtown 581; Henry Roger, owner-director.

Services: Recording, program production, scripts, package programs.

ALLEN ROTH RADIO PRODUCTIONS

48 W. 48th St., New York 19, N. Y., Tel.: Plaza 7-1162; Allen Roth, manager.

Services: Talent, production, recording.

ROYAL RECORDING CO.

601 Ashby Ave., Berkeley 10, Calif., Tel.: Ashberry 3-5453.

Services: Recording.

ART RUSH INC.

1418 N. Highland Ave., Hollywood 28, Calif., Tel.: Hillside 5161; W. Arthur Rush.

Services: Package programs, talent (artist management).

JACK RUSSELL & ASSOC.

203 N. Wabash Ave., Chicago 1, Ill., Tel.: State 2-2818; Jack Russell.

Services: Scripts, package programs, talent (counsellor).

S

BARNARD L. SACKETT PRODUCTIONS

Empire Bldg., Philadelphia 7, Pa., Tel.: Kingsley 5-6063; Barnard L. Sackett, general manager.

Services: Program production, scripts, package programs, talent.

SACRED RECORDS INC.

342 N. La Brea Blvd., Los Angeles 36, Calif., Tel.: Webster 3-8241; J. Karl Williams, president.

Services: Recording.

PAUL BRON SALINER RADIO ADVERTISING

7054 S. Western Ave. Chicago 36, Ill., Tel.: Walbrook 5-0129; Paul Bron Saliner, president.

Services: Program production, package programs, talent.

SAM SAMUELS

1564 Broadway, New York 36, N. Y., Tel.: Judson 6-9012; Sam Samuels.

Services: Package programs, talent.

JAMES L. SAPHIER AGENCY INC.

9538 Brighton Way, Beverly Hills, Calif., Tel.: Crestview 1-7231; James L. Saphier, president.

Services: Program production, scripts, package programs, talent.
New York 17—6 E. 45th St., Tel.: Murray Hill 7-8370; Jules L. Green, vice president.

WALTER SCHWIMMER PRODUCTIONS INC.

75 E. Wacker Dr., Chicago 1, Ill., Tel.: Franklin 2-4392; Walter Schwimmer, president.

Services: Syndicated transcriptions, package programs.
New York 17—16 E. 41st St., Tel.: Lexington 2-1791; Jack Arden.

SELS PRODUCTIONS

1906 N. Lietz Ave., Burbank, Cal Tel.: Charleston 0-8668; Len Sega general manager.

Services: Recording, program production, scripts, package programs, talent.
Los Angeles 35—1458 S. Shenandoah St., Tel.: Crestview 6-2426; Bob Clamage, manager.
Chicago—1025 W. Sherwin Ave., Tel.: Hollycourt 5-9254; Dore Lewis, representative.

SESAC INC.

475 5th Ave., New York 17, N. Y., Tel.: Murray Hill 5-5365; K. A. Jadassohn, general manager.

Services: Syndicated transcriptions, scripts, package programs.

EDWARD SLOMAN PRODUCTIONS

17520 Stretto Way, Pacific Palisades, Calif., Tel.: Exbrook 56558; Edward Sloman, manager.

Services: Program production, syndicated transcriptions.

HARRY SMITH RECORDING STUDIOS INC.

48 W. 48th St., New York 36, N. Y., Tel.: Judson 6-2893; Harry Smith, president.

Services: Recording.

JOSEPH I. SONNENREICH

143 W. 103d St., New York 25, N. Y., Tel.: Monument 3-7138; Joseph I. Sonnenreich, president.

Services: Program production, package programs.

SOUNDAC PRODUCTIONS INC.

White Bldg., 298 Main St., Buffalo N. Y., Tel.: Mohawk 0366; Robert D Buchanan, general manager.

Services: Program production, script

THE SOUVAINE COMPANY

30 Rockefeller Plaza, New York 20 N. Y., Tel.: Circle 7-5666; Henr Souvaine.

Services: Package programs and productions.

SIGMUND SPAETH

400 E. 58th St., New York 22, N. Y., Tel.: Plaza 8-0879; Sigmund Spaeth, president.

Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.

SPEAK-O-PHONE & EQUIPMENT-MENT CO.

23 W. 60th St., New York 23, N. Y. Tel.: Columbus 5-1350; R. L. Austin owner.

Services: Recording.

SPEEDY-Q SOUND EFFECTS

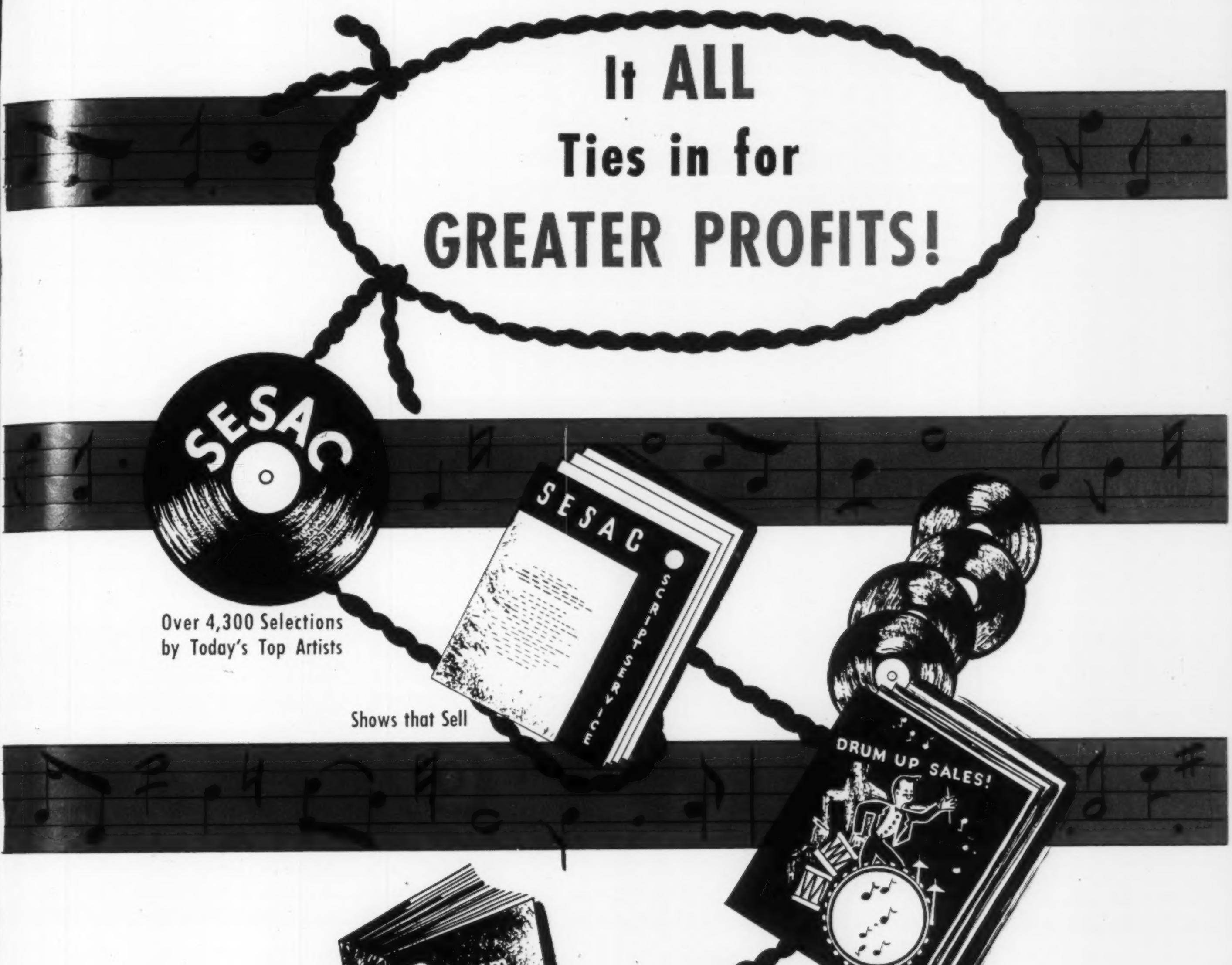
P. O. Box 38, Foulke Station, Richmond Ind., Tel.: 2-3871; H. Gennett Jr. owner-manager.

Services: Sound effect records.
New York 36—15 W. 47th St., Tel.: Plaza 7-0695.
Toronto 1—80 Richmond St., West, Tel.: Empire 6-7691.

STANDARD RADIO TRANSCRIPTION SERVICES INC.

140 N. LaBrea, Hollywood 36, Calif. Tel.: Webster 8-9181; Gerald King president.
Services: Transcription library discs.
Chicago 1—360 N. Michigan Ave., Tel. Central 6-0041; Milton M. Blink.

(Continued on page 360)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SCRIPT SERVICE
DRUM UP SALES!
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Program Guide
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It ALL Ties in for GREATER PROFITS!

Over 4,300 Selections
by Today's Top Artists

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Program Notes for
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Over 1,200 Bridges,
Moods and Themes

FOR AS LITTLE AS

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SESAC TRANSCRIBED LIBRARY, 475 Fifth Avenue, New York 17

this year...you're going to need this

RCA's Thesaurus

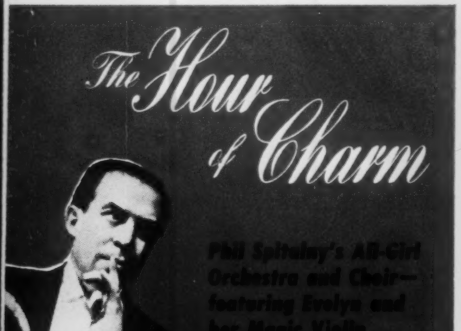
Why? Because in 1953, you'll need more sponsors and bigger audiences and—you can get both faster and easier—with RCA's Thesaurus

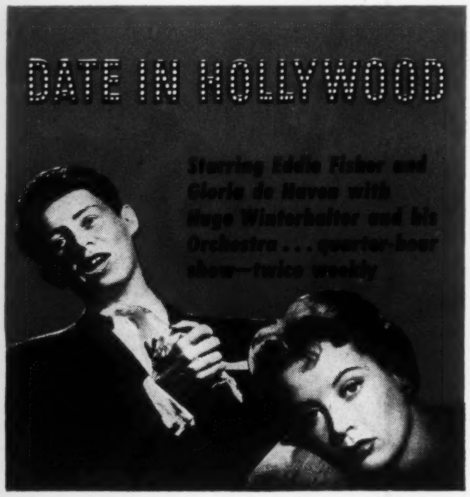
No need to tell you that the way to build bigger profits in 1953 is to do a more effective job for your advertisers. This means building bigger audiences for their messages.

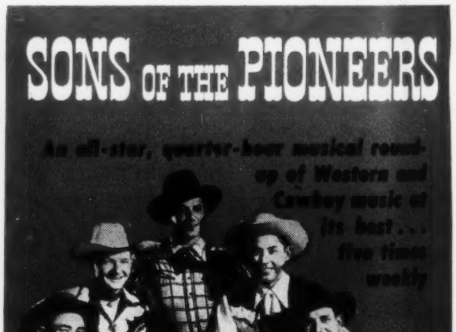
There is need to have something different—something better to sell in programming.

That's why you need *Thesaurus*, the complete local programming service which gives you everything to boost local radio time sales. And because RCA's *Thesaurus* brings you top talent, you can easily sell shows and make extra profits on talent fees.

So investigate *now* the ways in which *Thesaurus* can help build greater audiences and increased profits for your station. Contact your nearest *Thesaurus* representative for complete details.


The Hour of Charm
Phil Spitalny's All-Girl Orchestra and Choir—featuring Evelyn and her Magic Violin . . . half-hour show—once a week.


DATE IN HOLLYWOOD
Starring Eddie Fisher and Gloria de Haven with Hugo Winterhalter and his Orchestra . . . quarter-hour show—twice weekly


SONS OF THE PIONEERS
An all-star, quarter-hour musical round-up of Western and Cowboy music at its best . . . five times weekly

Look at all you get!

BASIC LIBRARY: approximately 5,000 selections.

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WEEKLY SCRIPTS: continuity for 31 program series — 80 individual shows. Holiday shows and other bonus productions.

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SALES AIDS: Sponsor-selling brochures. Sales-clinching audition discs. Complete audience-building promotion kits — mats, photos, press releases — to publicize and merchandise *Thesaurus* shows locally.

FILING SYSTEM: In addition to storage cabinets, you get loose-leaf catalog, card index file, check list, record selection list.

XUM

his complete programming service...

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TOP-TALENT
THESAURUS
LIBRARY!

- The Sammy Kaye Show
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- The Tex Beneke Show
- The Singing Americans
- Hank Snow
- Artie Show
- Old New Orleans
- Fran Warren Sings
- Here's June Christy
- Music in March Time
- Vincent Lopez
- Concert Hall of the Air
- Church in the Wildwood
- Music of Manhattan
- Ridin' the Range

Thesaurus... the library that pays its own way with

80 top-talent shows... 31 program series — plus 5,000 musical selections and 52 releases per month!

And, again this year... as in every year ... you can count on the New Era in *Thesaurus* to provide the biggest names... the most saleable shows... the most effective program aids... the most productive sales tools in the transcription library field.

Stations praise Thesaurus results...

"Sponsor very happy—Mail response increased appliance dealer's schedule of Thesaurus show from 3 to 5 times per week." **WFDF (Flint, Michigan)**

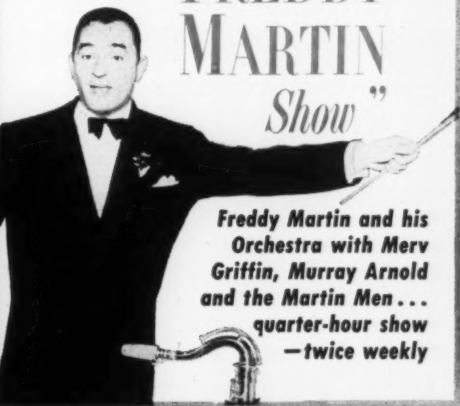
"We're getting a large enough talent fee from The Wayne King Serenade and The Hour of Charm to pay for your service." **WMT (Cedar Rapids, Iowa)**

"Sold 15 Thesaurus shows in 60 days—46 quarter-hours weekly.... Thanks for everything in helping us get started with Thesaurus." **KROS (Clinton, Iowa)**

Music Hall Varieties

Starring Beatrice Kay and Joe E. Howard, with Aileen Stanley and Irving Kaufman in a "Gay 90's" show... half-hour—once a week

"the FREDDY MARTIN Show"



Freddy Martin and his Orchestra with Merv Griffin, Murray Arnold and the Martin Men... quarter-hour show —twice weekly

The WAYNE KING Serenade

The "Waltz King" and his Orchestra with Harry Hall, Gloria Van, Jacqueline James and the Wayne King Chorus ... half-hour show —once a week

- Novatime
- A Festival of Waltzes
- Norman Cloutier's Memorable Music
- Claude Thornhill
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WAlnut 5948

1907 McKinney Ave., Dallas 1, Tex.
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RADIO CORPORATION OF AMERICA   RCA VICTOR DIVISION   TMKS.®

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 356)

WILBUR STARK INC.

510 Madison Ave. New York 22, N. Y., Tel.: Plaza 3-1742; Wilbur Stark, president.

Services: Program production, package programs.

STEMPEL-OLENICK AGENCY

717 N. LaCienega Blvd., Los Angeles 46, Calif., Tel.: Crestview 1-7141; Frank Stempel, Julian H. Olenick, co-partners.

Services: Scripts, package programs, talent.

IRV STOLL CO., INC.

2350 Buhl Bldg., Detroit 23, Mich., Tel.: Woodward 3-0485; Irv Stoll, president.

Services: Program production, syndicated transcriptions, package programs.

RICHARD STROUT PRODUCTIONS

649 N. Rossmore Ave., Hollywood 2, Calif., Tel.: Granite 9091; Richard Strout, president.

Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.

New York 18—507 5th Ave., Tel.: Murray Hill 2-6924; R. A. Strout, president.

ROBERT STRUBLE & ASSOC.
(Div. of Associated Enterprises).

735 N. Vine St., Hollywood 38, Calif., Tel.: Hillside 0249; Robert B. Struble.

STUDIO & ARTISTS RECORDERS

6087 Sunset Blvd., Hollywood 28, Calif., Tel.: Hillside 8241; Lewis Finston, manager.

Services: Recording.

H. N. SWANSON INC.

8523 Sunset Blvd., West Hollywood 46, Calif., Tel.: Crestview 1-5115; Edgar Carter, manager.

Services: Scripts, package programs.

SYNCRO SOUND EFFECTS

P. O. Box 38, Foulke Station, Richmond, Ind., Tel.: 2-3871; Harry Gennet Jr., owner and manager.

Services: Recorded sound effects.

T

HAL TATE PRODUCTIONS

192 N. Clark St., Chicago 1, Ill., Tel.: Financial 6-5450; Hal Tate, president.

Services: Syndicated transcriptions, program production, packages.

Toronto—150 Simcoe St., Simcoe House, Tel.: Plaza 8727 (S. W. Caldwell Ltd.)

TECHNISONIC STUDIOS

1201 S. Brentwood Blvd., St. Louis 10, Mo., Tel.: Parkview 1055; Charles E. Harrison, president.

Services: Recording (disc, tape, film) and processing, program production.

TELEMOUNT PICTURES INC.

P. O. Box 4555, Los Angeles 24, Calif.; Henry B. Donovan, president.

Services: Package programs.

TEL RA PRODUCTIONS

1518 Walnut St., Philadelphia 2, Pa., Tel.: Kingsley 5-8540; W. Wallace Orr, president.

Services: Recording, program production, scripts, package programs, talent.

THEATRE GUILD INC.
(Theatre Guild on the Air)

23 W. 53d St. New York 19, N. Y.: Tel.: Columbus 5-6170; Armina Marshall, executive producer; H. William Fitelson, managing director.

Services: Program production.

Associated Offices: Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Columbus, Detroit, Kansas City, Los Angeles, Milwaukee, Minneapolis, Philadelphia, Pittsburgh, St. Louis, St. Paul, San Francisco, Seattle, Washington (D. C.), Wilmington (Del.), Hartford (Conn.).

L. S. TOOGOOD RECORDING CO.

221 N. LaSalle St., Chicago 1, Ill., Tel.: Central 6-5275; L. S. Toogood, owner.

Services: Recording.

TOWERS OF LONDON (CAN.) LTD.

314-15, 67 Yonge St., Toronto, Ontario, Canada, Tel.: Empire 4-0296; John Adaskin, general manager.

Services: Syndicated transcriptions.

TRANS-AMERICAN BROADCASTING & TELEVISION CORP.

1 E. 54th St., New York 22, N. Y., Tel.: Plaza 5-9800; William Wasmuth, manager.

Services: Package programs.

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 36, N. Y., Tel.: Luxemburg 2-3530; M. E. Moore, president.

Services: Syndicated transcriptions, scripts, package programs, talent.

TRANSCRIPTION SALES INC.

117 W. High St., Springfield, Ohio, Tel.: 2-4974; J. P. Williams, president.

Services: Program production, syndicated transcriptions, scripts, package programs.

GEORGE R. TURPIN & ASSOC.

P. O. Box 802, Fort Worth 1, Texas, Tel.: Fortune 7453; George R. Turpin, general manager.

Services: Regional sales campaigns and giveaway shows for radio stations.

U

GEORGE ULLMAN AGENCY

8979 Sunset Blvd. Hollywood 46, Calif., Tel.: Crestview 4-5238; George Ullman, owner.

Services: Scripts, package programs, talent.

UNITED FILM & RECORDING STUDIOS

301 Erie St., Chicago 11, Ill., Tel.: Superior 7-9114; William L. Klein, general manager.

Services: Recording, program production, package programs, talent, syndicated transcriptions, scripts.

UNITED SOUND SYSTEMS

5840 Second Ave., Detroit 2, Mich., Tel.: Trinity 1-2570; James V. Siracuse, owner.

Services: Recording, syndicated transcriptions.

U. S. RECORDING CO.

1121 Vermont Ave., N. W., Washington 5, D. C., Tel.: Lincoln 3-2705; Joseph Tait, general manager.

Services: Recording, program production, package programs, talent.

UNIVERSAL RADIO PRODUCTIONS

105 N. 5th St., Phoenix, Ariz., Tel.: Alpine 2-9536; Robert E. Burke, manager.

Services: Program production, scripts, package programs.

UNIVERSAL RECORDERS INC.

6757 Hollywood Blvd., Hollywood 28, Calif., Tel.: Hollywood 9-8282; Roger Le Font, general manager.

Services: Recording, program production, syndicated transcriptions, package programs.

UNIVERSAL RECORDING CORP.

111 E. Ontario St., Chicago 11, Ill., Tel.: Michigan 2-6465; Milton T. Putnam, president.

Services: Recording, transcriptions, package programs, master pressings.

UNUSUAL FEATURES SYNDICATE

333 N. Michigan Ave. Chicago 1, Ill., Tel.: Franklin 2-3862; Dean Schaefer, owner.

Services: Program production, syndicated transcriptions, scripts, package programs.

V

THOMAS J. VALENTINO INC.

150 W. 46th St. New York 19, N. Y., Tel.: Circle 6-4675-76; T. J. Valentino, president.

Services: Recording, transcriptions, package programs, master pressing transcriptions and commercial phonograph records.

VIDICAM PICTURES CORP.

240 E. 39th St., New York 17, N. Y., Tel.: Murray Hill 6-3310; Alfred Justin.

Services: Recording, Air Checks.

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y., Tel.: Eldorado 5-0734; Chick Vincent, director-producer.

Services: Recording, program production, syndicated transcriptions, package programs.

OWEN VINSON & CO.

803 19th St., (P. O. Box 111). Santa Monica, Calif., Tel.: Exbrook 5-1305; Owen Vinson, owner.

Services: Program production, scripts, package programs.

J. FRANKLYN VIOLA

152 W. 42d St., New York 36, N. Y., Tel.: Chickering 4-3254; J. Franklyn Viola, president.

Services: Recording, production, English and foreign language shows.

WILL H. VOELLER PRODUCTIONS

8540 Sunset Blvd., Hollywood 46, Calif., Tel.: Bradshaw 2-4455; Will H. Voeller, owner.

Services: Program production, syndicated transcriptions, scripts, package programs.

VONNA PRODUCTIONS INC.

5816 Wilshire Blvd., Los Angeles 36, Calif., Tel.: Walnut 2096; Eddison von Ottenfeld, president.

Services: Recording, program production, talent, syndicated transcriptions, scripts, package programs.

New York—619 W. 54th St., Tel.: Judson 2-3791; Peter M. Rogers.

Washington (D. C.)—1121 Vermont Ave., N. W.; Jack Wegner.

W

RUPE WERLING

Hidden Haven, Chalfont, Pa., Tel.: Lexington 707; Rupe Werling.

Services: Recording, program production, scripts, package programs.

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif., Tel.: Hempstead 6811; H. Dixon McCoy, owner.

Services: Recording.

WIEDERHOLD RECORDING STUDIO

404 Norton Bldg., Louisville 2, Ky., Tel.: Jackson 7808; George Wiederhold, owner.

Services: Recording.

WLS ARTIST BUREAU

1230 Washington Blvd., Chicago, Ill., Tel.: Monroe 6-9700; George Ferguson and Earl W. Kurtze.

Services: Recording, talent (represents WLS Chicago artists).

WOLF ASSOC. INC.

420 Madison Ave., New York 17, N. Y., Tel.: Plaza 5-7620; Edward Wolf, president.

Services: Program production, package programs.

WOODRUFF ASSOCIATES

751 Second Ave., New York 16, N. Y., Tel.: Murray Hill 2-4412; Frank L. Woodruff, executive producer.

Services: Program production, scripts, package programs, talent.

WOR ENTERTAINMENT DEPT.

1440 Broadway, New York 18, N. Y., Tel.: Longacre 4-8000; Nat M. Abramson, manager.

Services: Club dates and cruises, etc.

WOR RECORDING STUDIOS

1440 Broadway, New York 18, N. Y., Tel.: Longacre 4-8000; Henry B. Lockwood, manager.

Services: Recording (disc and tape), program production, talent.

WORLD BROADCASTING SYSTEM INC.

488 Madison Ave., New York 22, N. Y., Tel.: Murray Hill 8-4700; Robert W. Frieheim, vice president; Pierre Weis, general manager.

Services: Package programs, transcribed library service.

Cincinnati 6—1529 Madison Rd., Tel.: Plaza 1323; Leo Gutman, promotion director.

Los Angeles 4—5255 Clinton St., Tel.: Hempstead 5121; Maynard Marquardt, western division manager.

WYNN WRIGHT ASSOC.

17 W. 57th St., New York 19, N. Y., Tel.: Plaza 3-4417; Charles Granzow, manager.

Services: Package programs.

WRIGHT-SONOVOX INC.

6331 Hollywood Blvd., Hollywood 28, Calif., Tel.: Hollywood 9-3614; John T. Abbott, general manager.

Services: Recording.

New York 22—444 Madison Ave., Tel.: Plaza 9-6022; E. C. Redding.

Z

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, Ohio, Tel.: Plaza 1323; Frederic W. Ziv, president.

Services: Syndicated transcriptions.

New York 22—488 Madison Ave., Tel.: Murray Hill 8-4700; John L. Sinn, executive vice president.

Los Angeles—5255 Clinton St., Tel.: Hempstead 5121; Maurice Unger, West Coast manager.

RADIO HIGHLIGHTS OF 1952

As Reported in BROADCASTING • TELECASTING

Jan. 7—FCC reports 1950 AM-FM revenues totalled $444.5 million, up 7.1% over 1949. Expenses for AM-FM stations totalled $376.3 million. Income before federal taxes totalled $68.2 million, up 29.7% over 1949.

Jan. 14—Hearing on merger of ABC and United Paramount Theatres begins at FCC.

Jan. 17—Merger of General Teleradio Inc. (WOR-AM-FM-TV New York) with Thomas S. Lee Enterprises was approved by the FCC. This places control of Mutual Broadcasting System with General Tire & Rubber Co.

Jan. 21—Volume of radio time sales rose nearly $32 million in 1951 over sales in 1950, BROADCASTING • TELECASTING survey shows. The 1951 estimates showed National Network totalled $116,641,381; Regional Network $7,125,000; National and Regional non network $134,291,439; Local $227,434,786; Total $485,492,606.

Jan. 28—CBS Radio sends affiliates revised contracts to adjust rates downward.

Jan. 28—Joint Radio Network Committee estimates number of radio sets in the United States as of Jan. 1 at 105.3 million.

Feb. 4—FCC maps interim broadcast station alert plan in case of enemy attack involving sentinel operation for many of nation's high power stations.

Feb. 14—Combination dues plan is approved by NARTB board in meeting at Bandera, Texas.

Feb. 18—Procter & Gamble again top users of radio time with total of $18,159,695 during 1951, according to records of Publishers Information Bureau.

Feb. 15—NBC National Spot Sales Dept. is reorganized and expanded.

Feb. 22—Wayne Coy resigns as Chairman of FCC to become consultant for Time Inc. and part owner of KOB Albuquerque. Paul A. Walker becomes chairman.

Feb. 23—Twenty-fifth anniversary of the establishment of the Federal Radio Commission.

Feb. 28—Awards are presented to four winners of the Voice of Democracy contest, sponsored by the NARTB, RTMA and U. S. Junior Chamber of Commerce.

Feb. 28—Speaker Sam Rayburn (D-Tex.) bars both radio and television from House committee hearings.

Feb. 28—Robert T. Bartley is nominated as FCC Commissioner to replace Wayne Coy as Paul A. Walker becomes Chairman.

March 8—Preliminary FCC figures show that the networks took in more money from TV than from AM in 1951 with total of $132.2 million from TV and $100.4 million from AM.

March 14—Adrian Murphy becomes president of CBS Radio.

March 14—Naylor Rogers, executive vice president of Keystone Broadcasting System, dies in Chicago.

March 20—G. Shaw, vice president of A. C. Nielsen Co., tells Assn. of National Advertisers that television costs are approximately 50% higher than those of radio and that much of the country cannot be reached by television.

March 31—Thirtieth annual NARTB convention opens in Chicago.

April 11—Advertising Research Foundation elects Edgar Kobak president and starts campaign to improve advertising techniques.

April 25—Frank White resigns and Thomas F. O'Neil becomes president of Mutual Broadcasting System.

May 1—Peabody Award winners are announced.

May 3—KPHO-AM-TV sold by John C. Mullins and associates for $1.5 million to Meredith Publishing Co.

May 5—President Truman nominates Rosel Hyde for another term as FCC Commissioner. He was appointed to the FCC in April 1946 to fill the unexpired term of the late Comr. William H. Wills.

May 15—Liberty Network suspends service.

May 17—DuPont awards are announced.

July 7—McFarland Bill (S 658) amending the Communications Act of 1934 is signed by the President to become law.

July 7—Republican National Convention gets top coverage from radio and television.

July 11—KOA-AM-FM is sold by NBC to Bob Hope, Mayor Quigg Newton of Denver and their associates for $2.25 million.

July 21—Democratic convention

Aug. 12—CBS sets new rate formula cutting nighttime rates approximately 25%.

Sept. 3—NBC trims rates to match CBS.

Sept. 18—CBS celebrates its 25th anniversary.

Sept. 19—Comr. Robert F. Jones resigns to join law firm.

Sept. 26—General Foods signs Bob Hope for two series on NBC radio for approximately $2 million.

Sept. 30—Merlin Hall Aylesworth, first president of NBC, dies.

Oct. 3—Radio revenue in 1951 was highest in history, $450.4 million, according to FCC report.

Oct. 11—Arthur Pryor Jr., BBDO vice president in charge of radio and television, tells NARTB District 6 meeting, in Memphis, that radio is the best low cost mass buy. He pointed out that radio people must keep advertisers informed of its advantages.

Oct. 14—Eugene Hyde Merrill is sworn in as FCC Commissioner, to replace Robert F. Jones, who resigned to enter practice of law.

Oct. 16—FCC refuses to investigate National Volunteers for Stevenson charge that Republicans were staging radio-TV spot blitz.

Oct. 21—Harold A. Lafount, radio consultant to Bulova Watch Co. and former member of the Federal Radio Commission, dies at home in Detroit.

Oct. 27—BROADCASTING • TELECASTING poll of network news commentators shows 56% believe Stevenson will win election, 44% Eisenhower.

Oct. 28—Award of $300,000 made to Duane Jones, president of Duane Jones & Co., New York, in New York State Supreme Court in his conspiracy suit against nine former employes.

Oct. 28—FCC eases rebroadcast rule dropping clause requiring licensees to file reports within 10 days if they refuse to give consent for program rebroadcasts.

Nov. 8—Radio and TV credited with swelling national vote by millions.

Nov. 14—FCC Examiner Leo Resnick recommends that FCC approve long pending ABC-United Paramount merger.

Nov. 20—Exclusion of radio and television newsmen from group asked to accompany President-elect Eisenhower to Korea brings protests from many, resulting in change of plans to provide for media.

Dec. 4—Foote, Cone & Belding resigns the $5.5 million Toni Co. account. Over $3.5 million of company's advertising was in radio and television.

Dec. 20—Washington Post Co., majority owner of WTOP-AM-FM-TV Washington, announced purchase of WMBR-AM-FM-TV Jacksonville for reported $2,470,000.

PRODUCTION OF CIVILIAN RADIO SETS–1922 THROUGH 1952

(Compiled for the 1953 BROADCASTING YEAR BOOK by O. H. Caldwell, Editor of 'Tele-Tech')

	Total Civilian Radio Sets Manufactured		Total Receiving Tubes* Manufactured		Automobile Sets Manufactured		Total Radio Reception Equipment	Auto Sets in Use	Homes with Radio Sets	Total Radio Sets in Use in U. S.	At Close of
	Number	*Retail Value*	*Number*	*Retail Value*	*Number*	*Retail Value*	*Value*	*Number*	*Number*	*Number*	
1922	100,000	$ 5,000,000	1,000,000	$ 6,000,000	....	....	$ 60,000,000	....	260,000	400,000	1922
1923	550,000	30,000,000	4,500,000	12,000,000	....	....	151,000,000	....	1,000,000	1,100,000	1923
1924	1,500,000	100,000,000	12,000,000	36,000,000	....	....	358,000,000	....	2,500,000	3,000,000	1924
1925	2,000,000	165,000,000	20,000,000	48,000,000	....	....	430,000,000	....	3,500,000	4,000,000	1925
1926	1,750,000	200,000,000	30,000,000	58,000,000	....	....	506,000,000	....	5,000,000	5,700,000	1926
1927	1,350,000	168,000,000	41,200,000	67,300,000	....	....	425,600,000	....	6,500,000	7,000,000	1927
1928	3,281,000	400,000,000	50,200,000	110,250,000	....	....	690,550,000	....	7,500,000	8,500,000	1928
1929	4,428,000	600,000,000	69,000,000	172,500,000	....	....	842,548,000	....	9,000,000	10,500,000	1929
1930	3,827,000	300,000,000	52,000,000	119,600,000	34,000	$ 3,000,000	496,432,000		12,048,762	13,000,000	1930
1931	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	100,000	14,000,000	15,000,000	1931
1932	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	250,000	16,809,562	18,000,000	1932
1933	3,806,000	180,500,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	500,000	20,402,369	22,000,000	1933
1934	4,084,000	214,500,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	1,250,000	21,456,000	26,000,000	1934
1935	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	2,000,000	22,869,000	30,500,000	1935
1936	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	3,500,000	24,600,000	33,000,000	1936
1937	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	5,000,000	26,666,500	37,600,000	1937
1938	6,000,000	210,000,000	75,000,000	93,000,000	800,000	32,000,000	350,000,000	6,000,000	28,000,000	40,800,000	1938
1939	10,500,000	354,000,000	91,000,000	114,000,000	1,200,000	48,000,000	375,000,000	6,500,000	28,700,000	45,300,000	1939
1940	11,800,000	450,000,000	115,000,000	115,000,000	1,700,000	60,000,000	584,000,000	7,500,000	29,200,000	51,000,000	1940
1941	13,000,000	460,000,000	130,000,000	143,000,000	2,000,000	70,000,000	610,000,000	8,750,000	29,700,000	56,000,000	1941
1942	4,400,000	154,000,000	87,700,000	94,000,000	350,000	12,250,000	360,000,000	9,000,000	30,800,000	59,340,000	1942
1943	....	....	17,000,000	19,000,000	....	....	75,000,000	8,000,000	32,000,000	58,000,000	1943
1944	....	....	22,000,000	25,000,000	....	....	85,000,000	7,000,000	33,000,000	57,000,000	1944
1945	500,000	20,000,000	30,000,000	35,000,000	....	....	105,000,000	6,000,000	34,000,000	56,000,000	1945
1946	14,000,000	700,000,000	190,000,000	200,000,000	1,200,000	72,000,000	900,000,000	7,000,000	35,000,000	60,000,000	1946
1947	17,000,000	800,000,000	220,000,000	260,000,000	2,500,000	150,000,000	1,100,000,000	9,000,000	37,000,000	66,000,000	1947
1948	16,000,000	700,000,000	200,000,000	230,000,000	2,800,000	200,000,000	950,000,000	11,000,000	40,000,000	74,000,000	1948
1949	10,000,000	500,000,000	200,000,000	350,000,000	3,500,000	240,000,000	1,500,000,000	14,000,000	42,000,000	81,000,000	1949
1950	14,600,000	721,000,000	383,000,000	644,000,000	4,760,000	248,000,000	2,800,000,000	17,000,000	45,000,000	90,000,000	1950
1951	13,000,000	605,000,000	400,000,000	640,000,000	4,450,000	236,000,000	3,000,000,000	20,000,000	45,850,000	103,250,000	1951
1952	10,000,000	500,000,000	330,000,000	740,000,000	2,500,000	135,000,000	3,300,000,000	22,000,000	46,000,000	110,000,000	1952

*Total tubes include those used in TV. Replacements accounted for about 25% in 1952.

*Figures for sets include value of tubes in receivers. In recent years (except 1942 to 1946), replacement tubes have run 25% to 40% of total tube sales. All figures are at retail value.

Note: WPB ordered (April, 1942) all civilian radio-set production stopped and factories converted to war production. Reconversion to civilian-radio production began August, 1945.

Look to ALLIED for Your Station Supplies

SERVICE EVERYWHERE

Over 600 stations—coast to coast and border to border—look to ALLIED as their dependable source for station supplies and accessories.

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ALL STATION SUPPLIES

Our great in-stock resources (largest in the country) and close contacts with all major manufacturers, guarantee the fastest and most complete service for the BC and TV engineer. Name your need—we have *it!*

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You get *exactly* what you want—*when you want it!* All station orders, large or small, get preferred speedy handling. Our Broadcast Division is headed by commercially licensed operators who cooperate intelligently to keep your station running at top efficiency.

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BROADCAST DIVISION
833 W. Jackson Blvd., Chicago 7, Ill.

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

Adler Communications Laboratories
New Rochelle, N. Y.; 1 LeFevre Lane; Ben Adler, Mgr.; Tel: New Rochelle 6-1620
Products: AM-FM studio and control equipment—amplifiers, power supplies, control consoles, switchers, jack panels

Advance Recording Products Co.
Long Island City 1, N. Y.; 36-12 34th St.; I. H. Goldman, Mgr.; Tel: Stillwell 4-7837
Products: Recording discs

Allied Radio Corp.
Chicago 7, 833 W. Jackson Blvd.; Leo Brook, Mgr.; Tel: Haymarket 1-6800
Products: Broadcast station equipment and supplies for immediate shipment. Audio equipment, amplifiers, condensers, C.A.A. approved tower light control, Daven attenuators, equalizers, disc and tape recording equipment, resistors, patch panels and cords, pickups and turntables, public address systems, receivers, microphones, noise and distortion measuring equipment, test equipment, transformers, transcription players

Allied Recording Products Co.
Long Island City 1, N. Y., 21-09 43rd Ave.; J. Strauss, Mgr.; Tel: Stillwell 4-2318
Products: Recording blanks and machines

Altec Lansing Corp.
Beverly Hills, Calif., 9356 Santa Monica Blvd.; A. A. Ward, Mgr.; Tel: Crestview 5-5101
New York 13, 161 Sixth Ave.; H. S. Morris, Mgr.; Algonquin 5-3636
Products: AM-FM—Speech input consoles and amplifiers, microphones, limiter amplifiers, monitoring loudspeakers, public address and sound reinforcement systems for studios

American Microphone Co.
Pasadena 1, Calif., 370 S. Fairoaks Ave.; G. Yarbrough, Mgr.; Ryan 17444
Products: Microphones

American Volume Control Corp.
New York 6, 115 Liberty St.; Dave Parkhurst, Mgr.; Tel: Beekman 3-0224-25
Products: Volume controls, potentiometers, resistance cords

Amperex Electronic Corp.
Hicksville, L. I., N. Y., 230 Duffy Ave.; Sam Norris, Mgr.; Hicksville 3-6200
Products: Component part of equipment only—transmitting tubes for all types of transmitters

Amperite Co., Inc.
New York 12, 561 Broadway; S. Ruttenberg, Mgr.; Tel: Canal 6-1446
Products: FM-Microphones (ribbon, dynamics)

Ampex Electric Corp.,
Redwood City, Calif., 934 Charter St.; E. G. Swanson, Mgr.; Emerson 8-1471
Chicago 10, 111 E. Ontario St.; R. J. Tinkham, Mgr.; Tel: Michigan 2-2083
Products: High fidelity magnetic tape recorders for audio and instrumentation recording

Amplifier Corp. of America
New York 13, 396-8 Broadway; Sidney Karr, Mgr.; Digby 9-1890
Products: Battery-operated portable and standard AC magnetic tape recorders

Andrew Corp.
Chicago 19, 363 E. 75th St.; John A. Estelle, Mgr.; Tel: Triangle 4-4400
Cambridge, Mass., 93 Westgate; Karl E. Sterne, Mgr.; Tel: University 4-3391
Ridgewood, N. J., 200 E. Ridgewood Ave.; Robert P. Lamons, Mgr.; Tel: Ridgewood 6-9181
Andrew California Corp. Monrovia, 525 Ranchito Rd.; Robert C. Bickel, Mgr.; Tel: Elliott 8-4945
Products: Transmission lines and accessories, dehydrators, antenna tuning and phasing equipment, phase sampling equipment, current sampling equipment, phase monitor, tower lighting equipment. **FM:** Transmission lines and accessories, multi-V transmitting antenna, harmonic filters

Audicraft, Inc.
Brooklyn 11, 77 S. 5th St.; Arnold J. Siegel, Mgr.; Tel: Evergreen 1156-7
Atlanta 5, 1036 Peachtree St., N. E.; James Millar, Mgr.
Chicago 6, 308 W. Wash. St.; Robert F. Taylor, Mgr.; Tel: Andover 1808
Dallas 1, 505 N. Ervay St.; J. Earl Smith, Mgr.; Randolph 2966
Products: Facsimile—public address horn loudspeakers

Audio Devices, Inc.
New York 22, 444 Madison Ave.; Bryce Haynes, Mgr.; Tel: Plaza 3-0973
Hollywood 46, Calif., 1006 N. Fairfax Ave.; Alan H. Bodge, Mgr.; Tel: Hollywood 9-8902
Products: Recording discs, recording, playback points; magnetic recording tape

Audio & Video Products Corp. Comm. Products Div.
New York 19, 730 Fifth Ave.; William H. Hazlett, Mgr.; Tel: Plaza 7-3091
Products: Magnetic tape recorder, complete line amplifiers, loudspeakers and baffles; pre-recorded magnetic tape, pickups, equalizers, turntables, etc.

Audio-Master Corp.
New York 17, 341 Madison Ave.; Herbert Rosen, Mgr.; Tel: Murray Hill 3-3881
Products: Transcription players, tape recorders, mastertape

(Continued on page 364)

TAPE CONTROL
LOW SPEED
FAST FWD
REWIND
START
STOP
AMPEX

An AMPEX is always ready to go

—Even after thousands of hours of service

Supreme reliability is the most important quality your tape recorder can have — whether your station is 250 watts or 50,000 watts. Countless operators have found that AMPEX eliminates the fussing, the adjustments, and the uncertainty they had previously suffered in using tape recorders that were "built to a price."

The AMPEX 400 Series Recorder is the one outstanding bargain in tape recorder service. It costs least per hour of use; it minimizes maintenance and adjustment; it protects your programs from the hazard of sudden failure; and its reliability frees your engineer's attention for other tasks.

Even after thousands of hours of service, your AMPEX Recorder will be reliable in these important ways:

- *When you press the button, it operates*
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- *Starting, stopping, and rewind will operate smoothly*
- *Fidelity will still be high*
- *Maintenance costs will still be low*

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Model 403C

Model 403P

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AMPEX

MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION
934 CHARTER STREET • REDWOOD CITY, CALIF.

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 362)

Berlant Associates
Los Angeles 16, 4917 W. Jefferson Blvd.; Oliver Berliner, Mgr.; Tel: Parkway 2196
Products: Professional and semi-professional tape recorders for studio and field use

Bishop Mfg. Corp.
Cedar Grove, N. J., 10 Canfield Rd.; Charles L. Wiley, Mgr.; Tel: Verona 8-2373
Products: Electrical insulating tapes

Blaw-Knox Div., Blaw-Knox Co.
Pittsburgh 30, P. O. Box 1198; A. H. Jackson, Mgr.; Tel: Sterling 1-2700
Birmingham 4, Brown-Marx Bldg.; W. E. Balliet, Mgr.; Tel: Birmingham 54-7661
Chicago 3, Peoples Gas Bldg.; J. C. McQuide, Mgr.; Tel: Harrison 7-7633
New York 17, 342 Madison; T. M. Avery, Mgr.; Tel: Vanderbilt 6-0661
Philadelphia 3, 1617 Penna. Blvd.; W. Simmons, Mgr.; Tel: Rittenhouse 6-1681
Wash. 5, D. C., Wire Bldg.; R. M. Marcus, Mgr.; Tel: Republic 3142
Products: AM—Vertical radiators. FM—Supporting antenna towers. Facsimile: Same

The William Brand & Co., Inc.
Willimantic, Conn., North & Valley Sts.; R. H. Robinson, Mgr.; Tel. Willimantic 3-1661
Chicago, 1313 W. Randolph St.; E. W. Brinson, Mgr.; Tel: Seeley 8-0345
Products: Insulating materials

Burgess Battery Co.
Freeport, Ill.; L. H. Harriss, Mgr.; Tel: Main 3300
Products: Dry batteries, flashlights

Califone Corp.
Hollywood 38, Calif., 1041 N. Sycamore; Robert G. Metzner; Tel: Hudson 22353
Products: Portable transcription players, high fidelity magnetic tape recorders

Cambridge Thermionic Corp.
Cambridge 38, Mass., 445 Concord Ave.; Clarence Cheney, Mgr.; Tel: Trowbridge 6-2800
Products: Frequency check service

Canadian Marconi Co.
Montreal 16, Que., 2442 Trenton Ave.; J. H. Martin, Mgr.; Tel: Atlantic 9441
Vancouver, B. C., 550 Burrard St.; J. S. Baxter, Mgr.
Winnipeg, Man., 149 Portage Ave.; J. C. Hunt, Mgr.
St. John's, Newfld., 3 Prescott St.; W. A. Brown, Mgr.
Halifax, Nova Scotia, 572 Barrington St.; D. J. Murphy, Mgr.
Toronto, Ont., 861 Bay St.; S. Slinger, Mgr.
Products: Transmitter, studio equipment, turntables, remote control equipment, transmitting and receiving tubes. FM: Turnstile antennas, transmitters. Facsimile: Transmitters, recorders

CALIFONE

Portable Playbacks

Studio performance plus portability plus popular prices add up to give you a playback to meet your most exacting demands. CALIFONES have been chosen by over 50% of all radio stations, hundreds of advertising agencies, as well as professional musicians and vocalists everywhere. All Califone Playbacks have 3 speeds for playing 7—16" recordings.

CUSTOM IMPERIAL 400
The choice for executive offices where both highest quality performance and affluent appearance are important. From its precision-made pickup to its Jim Lansing Signature speaker, the Custom Imperial 400 offers the absolute ultimate in tonal fidelity sumptuously housed in silver gray case with chrome trim.

SPECIFICATIONS
- Studio type heavy duty turntable
- Separate bass and treble controls
- Professional variable reluctance cartridge
- World's finest extended range speaker

CUSTOM IMPERIAL 400
$169.50 Net

MODEL 10P2
$89.50 Net

MODEL 10P2
Our newest model, engineed to give you professional high fidelity by means of its variable reluctance cartridge. The 8-inch full range speaker, heavy duty turntable, wide range amplifier, and separate treble and bass controls offer outstanding musical quality.

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The ideal transcription player for budget-minded organizations, since its low price enables each salesman to be equipped with his own playback. Famous for its portability and fine performance. $67.95 Net.

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1041 N. Sycamore Avenue, Hollywood 38, Calif.

Cannon Electric Co.
Los Angeles 31, 3209 Humboldt St., D. A. Davis, Mgr.; Tel: Capitol 5-1251
Benton Harbor, Mich., 267 Territorial St.; Roy Whitney, Mgr.; Tel: B. H. [illegible]-2123-4
East Haven 12, Conn., 191 Kimberly Ave.; E. C. Quackenbush, Mgr.; Tel: Hobart 7-6329
Products: Multi-contact electric connectors-hi-voltage, low-voltage component parts and sound equipment

Cardinal Corp.
Louisville, Ohio, P. O. Box 72; John F. Grinnan, Mgr.
Products: Record storage racks

Carrier Corporation
Syracuse 1, N. Y., 300 S. Geddes St.; C. V. Fenn, Mgr.; Tel: Syracuse 76-9911
Atlanta 3, 300 Ivy St., N. E.; M. H. Darby, Mgr.; Tel: Cypress 7621
Boston 14, N. Station Office Bldg.; W. H. Wetherell, Mgr.; Tel: Richmond 2-0772-3-4
Chicago 54, Merchandise Mart Plaza; W. S. Bodinus, Mgr.; Tel: Whitehall 4-3441
Dallas 1, 710 N. Harwood St.; H. C. Hoffman, Mgr.; Tel: Riverside 4475
Denver 2, 1718 California St.; H. C. Kugeler, Mgr.; Tel: Acoma 2561
Jacksonville, Fla., 1011 Hendricks Ave.; N. W. Rathbun, Mgr.; Tel: 9-9781
Kansas City 6, Mo., Riss Bldg.; G. H. Stoffer, Mgr.; Tel: Victor 4622
Los Angeles 22, 5330 Harbor St.; W. L. Yerkes, Mgr.; Tel: Angelus 3-7161
New York 17, 385 Madison Ave.; H. Peackock, Mgr.; Tel: Plaza 9-5000
Philadelphia 7, P.S.F.S. Bldg.; L. M. Church, Mgr.; Tel: Market 7-7100
Toronto 14, Canada, 857 The Queensway; E. F. Pope, Mgr.; Tel: Rodney 2305
Washington 5, D. C., Investment Bldg.; L. B. Mighell, Mgr.; Tel: Executive 5540
Products: Air conditioning and refrigeration equipment for studio. Includes room air conditioners, packaged equipment from 2 to 20 h.p. and equipment for built-up systems to maximum studio.

Centralab Div., Globe-Union, Inc.
Milwaukee 1, 900 E. Keefe Ave.; W. S. Parsons, Mgr.; Tel: Woodruff 2-9200
Atlanta 6, 1133 Ponce de Leon Ave.; Henry Burwell, Mgr.; Tel: Elgin 7517
Brookline, Mass., 318 Harvard St.; Stanley Harris, Mgr.; Tel: Longwood 6-6400
Camden 2, 539 Market St.; Jack Keefe, Mgr.; Tel: Woodlawn 4-2215
Chicago 39, 5359 Fullerton Ave.; Fred Tiegs, Mgr.; Tel: Berkshire 7-0130
Cleveland 12, 1817 Marloes Ave.; C. R. Moss, Mgr.; Tel: Potomac 1-2518
Dallas 1, 505 N. Ervay; J. Earl Smith, Mgr.; Tel: Randolph 2968
Denver 7, 5528 E. Colfax Ave.; Clif McLoud, Mgr.; Tel: Freemont 3067
Indianapolis 5, 4014 Wash. Blvd.; L. M. Devoe, Mgr.; Tel: Humboldt 1395
Kansas City 2, Mo., 3760 Broadway; J. P. Kay, Mgr.; Tel: Logan 7640
Los Angeles 6, 1102 S. Western Ave.; Carl Stone, Mgr.; Tel: Republic 2-8105
Minneapolis, 712 Portland Ave.; Merrill Franklin, Mgr.; Tel: Geneva 1805
New York 21, 13 E. 78th St.; James Pickett, Mgr.; Tel: Trafalgar 9-9520
Philadelphia 2, 1531 Spruce St.; S. K. MacDonald, Mgr.; Tel: Kingsley 5-1205
San Francisco, 530 Gough St.; Les Logan, Mgr.; Tel: Hemlock 1-5127
Toronto, Ont., 2293A Yonge St.; P. Heenan, Mgr.; Tel: Mayfair 9236
Products: Ceramic capacitors, printed electronic circuits, variable resistors (carbon and wirebound), switches (rotary tone, lever action and slide), special ceramic insulators

Clarkstan Corp. See Pacific Transducer Co.

Classophone, Inc.
New York, 42-08 Vernon Blvd.: Augusta S. Spector, Mgr.; Tel: Stillwell 6-1370
Products: Phonograph record holders

Clebar Watch Agency
New York 17, 521 Fifth Ave.; Leonard S. Naurison, Mgr.; Tel: Murray Hill 2-3890
Products: Stop watches

Collins Radio Co.
Cedar Rapids, 855 35th St., N. E.; R. H. Hollister, Mgr.; Tel: 3-0281
Burbank, Calif., 2700 W. Olive Ave.; J. D. Phelan, Mgr.; Tel: Charleston 0-7117
Dallas 2, 1930 Hi-Line Dr.; Theil W. Sharpe, Mgr.; Tel: Prospect 5151
Knoxville, Dogwood Road, Fountain City; J. F. Stanbery, Mgr.; Tel: 6-4378
New York 36, 11 W. 42nd St.; H. F. Penfold, Mgr.; Tel: Longacre 4-3930
Products: Complete stations—250 watt, 1, 5, 10 and 50 kw transmitters, studio consoles, monitoring, program and pre-amplifiers, specially designed studio installations, remote pickup amplifiers, antenna tuning units and tower lighting chokes. FM: Same plus 3, 25 kw transmitters and accessories, antennas and accessories

Commercial Radio-Sound Corp.
New York 16, 652 First Ave.; Arthur W. Schneider, Mgr.; Tel: Murray Hill 4-0800
East Hartford 8, Conn.; 673 Conn. Blvd.; Tel: Hartford 8-6544
Newark 2, N. J., 1060 Broad St.; Mitchell 3-8239
Products: Sound effects machine, speech input, rack and console wiring, audition equipment, jack cleaning tool

Communications Co., Inc.
Coral Gables, Fla., P. O. Drawer 6250; R. E. Graham, Mgr.; Tel: 4-0846
Products: HF and VHF base station equipment. Mobile equipment for airport vehicles. Control tower equipment. FM: VHF base station, mobile equipment

Communication Products Co., Inc.
Marlboro, N. J.; J. L. Bernard, Jr., Mgr.; Tel: Freehold 8-1880
Products: Coaxial transmission lines, dehydrators, switches, lacquer, coaxial antennas

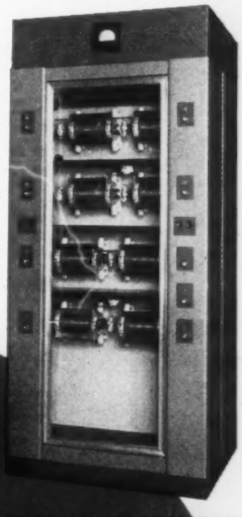
Continental Electronics Mfg. Co.
Dallas 10, 4212 S. Buckner Blvd.; W. M. Witty, Mgr.; Tel: Evergreen 1137
Products: Broadcast transmitters, 250 watt through 50 kilowatt. Antenna phasing equipment and associated apparatus

(Continued on page 368)

TYPE 315 5000 WATT TRANSMITTER

The CONTINENTAL Type 315 Transmitter, at left, offers a deluxe design for 5 KW AM operation. It has many features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.

The Phasing Control and Power Division Unit, at right, is custom designed to fulfill individual station requirements. It is housed in a new style, unified, all aluminum cabinet, and is designed to be a companion unit to any of the CONTINENTAL transmitters.



PHASING CONTROL AND POWER DIVISION UNIT

FOR BROADCASTING EQUIPMENT ABOVE AND BEYOND THE USUAL STANDARDS

Continental

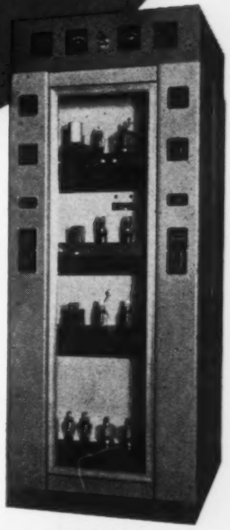
IS THE NAME TO REMEMBER

A recent addition to the CONTINENTAL line is the Type 314-2 1 KW AM Transmitter, at left. Simplicity of design and operation has been achieved without sacrifice of refinement features found in larger [illegible]ents. All aluminum cabinet of special, unified, frameless design incorpor[illegible] styling with [illegible] features affording maximum accessibility, shielding, and circulation of air for cooling.

Latest CONTINENTAL creation is the new Type 312 250-Watt Transmitter, at right, which combines exceptionally fine performance with extreme simplicity. It has the same style of cabinet as the Type 314-2 with attendant features.

TYPE 314-2
1000 WATT TRANSMITTER

GraybaR
QUALITY
SINCE 1869
REG U.S. PAT OFF
Distributed by GraybaR ELECTRIC COMPANY
IN OVER 100 PRINCIPAL CITIES



TYPE 312
250 WATT TRANSMITTER

Continental Electronics

MANUFACTURING COMPANY

4212 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVergreen 1137

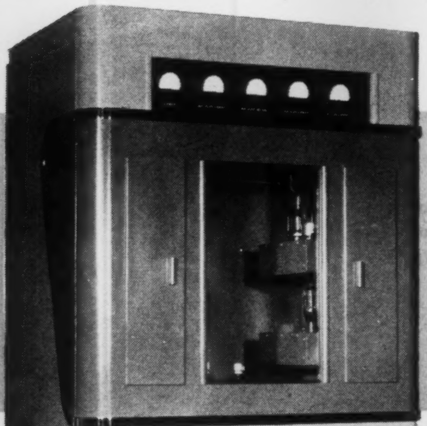
The equipment line that sets the pace...

Collins furnishes high quality equipment for every requirement of the modern broadcasting station . . . transmitters in powers of 250 watts to 10 kilowatts, speech input consoles, remote amplifiers, rack mounted speech equipment, test and control equipment, custom designed audio equipment, transducers, and accessories for all needs.

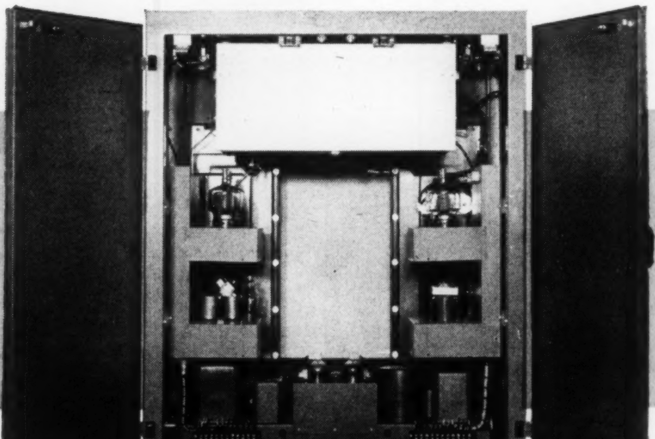
All of the Collins transmitters are the products of the most advanced engineering. Great simplification has been achieved in the circuits associated with the modulator and power amplifier stages, through use of the recently developed high gain, long lived tetrodes.

REMOTE
REMOTE

Collins 212A speech input console, above. Facilities are provided for auditioning or rehearsing, cueing and broadcasting simultaneously from any combination of two studios, an announce booth, a control room microphone, two turntables, and any two of nine remote lines. Two program amplifiers are included, making possible the feeding of two independent programs at once, or by operating the line reversal switch, providing an emergency for normal use. A novel rotating arrangement allows the unit to be lifted forward and upward for access to the underside of the chassis without requiring additional space or interrupting operation. The 212A may be placed against a wall without sacrificing accessibility. Thoroughly engineered, expertly constructed throughout.



The new Collins 300J 250/100 watt AM broadcast transmitter.



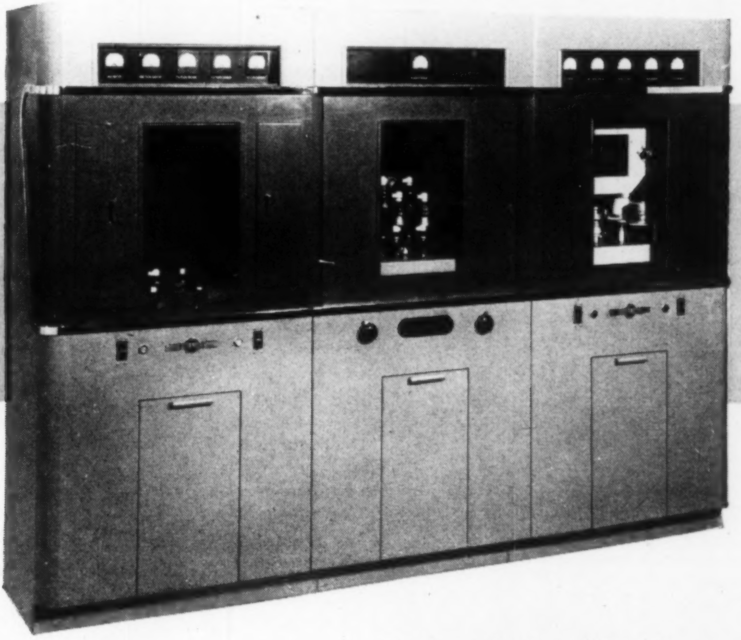
Rear, open view of the new Collins 20V 1000/500 watt AM broadcast transmitter.

in engineering, performance and styling

Employment of these efficient tubes also permits the use of low drain, low cost receiver type tubes in the driver stages. Frequency control is by means of the new plug-in, super stability crystals, which have made it possible to eliminate troublesome crystal ovens entirely.

In planning your station, see Collins first. Learn about all the up-to-date features of Collins design, and the high standards under which Collins equipment is manufactured. Your nearest Collins office is fully qualified to serve you.

The Collins 212B speech input console, above, has the same fine features of construction and operation as the 212A, and differs only in that it is smaller, with fewer amplifiers and functional facilities. Unit amplifiers are individually mounted on airplane type shockmounts. The high fidelity 212B fills the needs of the smaller station, and is ideal for single studio control in larger stations. Facilities are provided for one program channel and an additional channel which functions with the self-contained monitor amplifier. The single program channel exactly duplicates one of the two channels in the 212A. Seven independent input channels are provided including preamplified channels for four microphones and two transcription reproducers, and a high level input for any one of nine remote lines. High level transcription inputs can be supplied.



The new Collins 21E 5 kw/1 kw AM broadcast transmitter. A simple one-night conversion procedure transforms the 5 kw 21E into a 10 kw 21M transmitter.

For broadcast quality, it's . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 364)

Crouse-Hinds Co.
Syracuse 1, N. Y., Wolf & 7th N. Sts.; A. H. Clarke, Mgr.; Tel: 74-1011

Products: Obstruction lighting and wiring equipment for marking towers including code beacons, obstruction lights, flashers, photoelectric control, junction boxes, relays, pilot lights, etc.

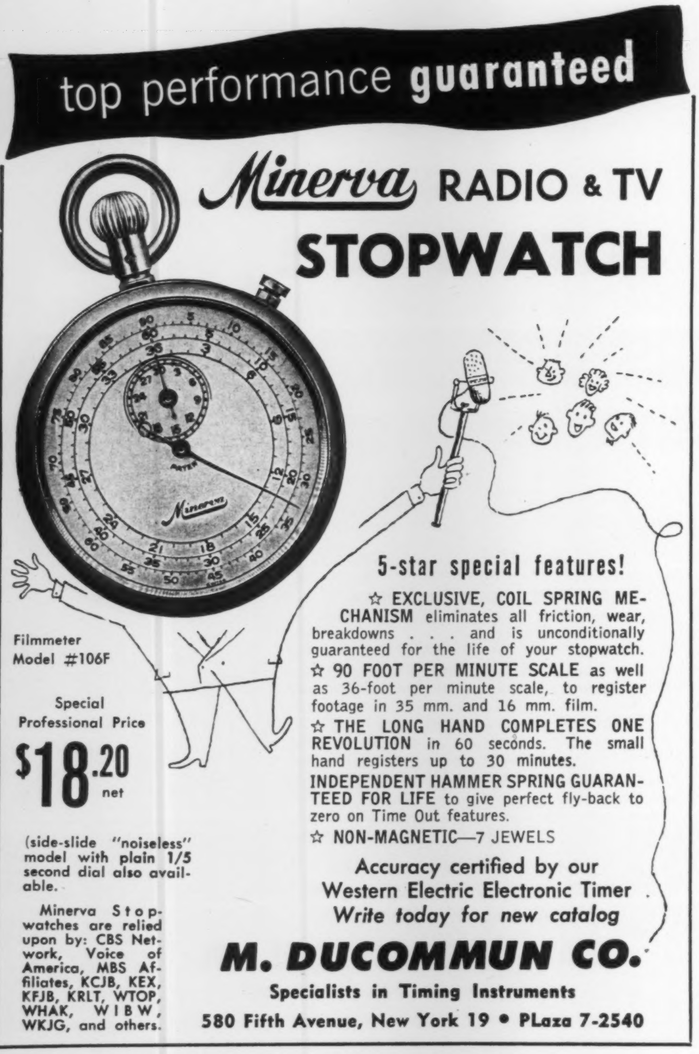
The Daven Co.
Newark 4, N. J., 191 Central Ave.; Edward L. Grayson, Mgr.; Tel: Mitchell 2-6555
Products: AM—Audio attenuators, potentiometers, rheostats, precision wire wound resistors, transmission measuring sets, output power meters, vacuum tube voltmeters, decade resistance boxes, electronic frequency meters, audio effects filters, distortion and noise meters, line equalizers, audio oscillators, volume level indicators and attenuation networks. Multiple input and output networks, fixed attenuators, decade voltage dividers. FM—Video attenuators radio frequency attenuators, rheostats, transmission-measuring sets, output power meters, vacuum tube voltmeters, decade resistance boxes, electronic frequency meters, distortion and noise meters, line equalizers, volume level indicators, R. F. attenuation networks, video attenuation networks, R. F. fixed attenuators, video fixed attenuators, R. F. dividing and combining networks, video line pads, video distribution networks, video roll-off networks

DeWald Radio Mfg. Corp.
Long Island City 1, N. Y., 35-15 37th Ave.; L. N. Weiss, Mgr.; Tel: Stillwell 4-9334
Products: Receivers

Dresser-Stacey Co. (IDECO Div.)
Columbus, 875 Mich. Ave.; J. Roger Hayden, Mgr.; Tel: University 2123
Products: Towers, insulated steel buildings

M. Ducommun Co.
New York 36, 580 Fifth Ave.; A. G. Stepchuk, Mgr.; Tel: Plaza 7-2540
Products: Filmmeters, stopwatches; program, studio timers

Eastern Air Devices, Inc.
Brooklyn 17, 585 Dean St.; E. Janse, Mgr.; Tel: Sterling 3-3406
Products: Sub-fractional horsepower motors and blowers



top performance **guaranteed**

Minerva RADIO & TV
STOPWATCH

Filmmeter
Model #106F

Special
Professional Price
$18.20 net

(side-slide "noiseless" model with plain 1/5 second dial also available.

Minerva Stopwatches are relied upon by: CBS Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRLT, WTOP, WHAK, WIBW, WKJG, and others.

5-star special features!

☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.

☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.

☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.

INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.

☆ NON-MAGNETIC—7 JEWELS

Accuracy certified by our
Western Electric Electronic Timer
Write today for new catalog

M. DUCOMMUN CO.
Specialists in Timing Instruments
580 Fifth Avenue, New York 19 • PLaza 7-2540

Eastern Mike-Stand Co.
Brooklyn 12, N. Y., 56 Christopher Ave.; S. Sherman, Mgr.; Tel: Dickens 2-3538
Products: Microphone stands

Ectro, Inc.
Delaware, Ohio, 425-01 S. Sandusky St.; J. F. Meyer, Mgr.; Tel: Delaware 3-1201
Products: Mobile tape recorder; FM: Battery charger for tape recorder

Eidson Electronic Co.
Temple, Texas, 1802 N. Third St.; Merrill Eidson, Mgr.; Tel: 3-3901
Products: Quartz crystals; station frequency measuring service

Eitel-McCullough, Inc.,
San Bruno, Calif., 798 San Mateo Ave.; Orrin H. Brown, Mgr.; Tel: Juno 8-1212
Products: Transmitting type vacuum tubes including tubes for RF and audio driver stages, final amplifiers and modulators; STL services. Air cooled and water cooled triodes, tetrodes and pentodes; vacuum capacitors and vacuum switches; contact finger stock; air system tube sockets; tube connectors

Electrical Tower Service, Inc.
Peoria, Ill., P. O. Box 1205; Stanley Bernstein, Mgr.; Tel: 3-9846
Products: Towers

Electows Supply Co.
Madison, Wis., 405 Broom St.; Louis Glass, Mgr.
Products: Towers

Electro-Voice, Inc.
Buchanan, Mich., Carroll & Cecil Sts.; Webster F. Soules, Mgr.; Tel: Buchanan 1000
Garden City, L. I., N. Y., 205 Kilburn Rd.; Phillip C. Erhorn, Mgr.; Tel: Garden City 7-10087
Products: Microphones, monitoring loudspeakers, loudspeaker enclosures

The Elmor Co.
Chicago 2, 29 E. Madison St.; M. J. Stillman, Mgr.; Tel: Central 6-9672
Products: Stop watches, timers, chronographs

Emerson Radio and Phonograph Corp.
New York 11, 111 Eighth Ave.; David Hopkins, Mgr.; Tel: Oregon 5-7000
Products: Receivers

Espey Mfg. Co., Inc.
New York 21, 528 E. 72nd St.; William W. Jablon, Mgr.; Tel: Trafalgar 9-7000
Chicago 44, 5707 W. Lake St.; R. E. Stemm, Mgr.; Tel: CO 1-1566
Dallas 1, 505 N. Ervay St.; J. E. Smith, Mgr.; Tel: RA 2966
Philadelphia, 1622 68th Ave.; Herman Lewis, Mgr.
Portland 5, Ore., 917 S. W. Oak St.; Don H. Burcham, Mgr.
Products: Receivers, tuners, amplifiers, power supplies

Fairchild Recording Equipment Corp.
Whitestone 57, N. Y., 154th St. & 7th Ave.; Ray F. Crews, Mgr.; Tel: Independence 3-2100
Products: Sound recorders (disc and magnetic tape)

Federal Telephone and Radio Corp.
Clifton, N. J., 100 Kingsland Rd.; R. S. Terry, Mgr.; Tel: Nutley 2-3600
Wash. 6, D. C., 1025 Conn. Ave., N. W.; E. J. Girard; Tel: Executive 1697
Products: Transmitting and rectifying tubes, microwave radio relay links and carrier systems, HF cable, field intensity meters, radar, miniature and standard selenium rectifier stacks, battery chargers and power supplies

C. H. Fisher & Son
Portland 13, Ore., 6100 N. E. Columbia Blvd.; C. H. Fisher, Mgr.; Tel: Trinity 7303
Products: Towers, vertical radiators, erecting, lighting, painting, ground systems

Gates Radio Co.
Quincy, Ill., 123 Hampshire St.; P. S. Gates, Mgr.; Tel: 8202
Houston, 2700 Polk Ave.; Joseph E. Woods, Mgr.; Tel: Atwood 8536
New York, 13 E. 40th St.; L. J. Cervone, Mgr.; Tel.: Murray Hill 9-0200
Washington, D. C., Warner Bldg.; Owen J. McReynolds, Mgr.; Tel: Metropolitan 0522
Products: Transmitters, speech equipment, turntables, recording equipment, microphones. FM—Transmitters, studio equipment, antennae, coaxial cable

General Electric Co.
Syracuse 1, N. Y., Electronics Park; F. P. Barnes, Mgr.; Tel: Syracuse 76-4411
Atlanta 3, Red Rock Bldg.; J. M. Comer, Mgr.; Tel: Cypress 2581
Boston 15, 963 Commonwealth Ave.; A. F. Wild, Mgr.; Tel: Hubbard 2-1800
Chicago 54, Merchandise Mart; L. H. Naum, Mgr.; Tel: Whitehall 4-3915
Cincinnati 2, 215 W. 3rd St.; J. Wall, Mgr.; Tel: Main 5022
Cleveland 2, Williamson Bldg.; G. F. Oberrender Jr., Mgr.; Tel: Superior 1-6822
Dallas 2, 901 Ross Ave.; J. H. Douglas, Mgr.; Tel: Prospect 4296
Houston, 1100 E. Holcombe Blvd.; H. W. Granberry, Mgr.; Tel: Justin 0657
Los Angeles, 530 W. 6th St.; F. R. Walker, Mgr.; Tel: Trinity 3417
New York 22, 570 Lexington Ave.; C. J. Simon, Mgr.; Tel: Plaza 5-1311
Philadelphia 2, 1405 Locust St.; J. W. I. Cody, Mgr.; Tel: Pennypacker 5-9000
St. Louis 8, 4227 Lindell Blvd.; W. R. Chapin, Mgr.; Tel: Lucas 8873
San Francisco 6, 235 Montgomery St.; C. T. Haist Jr., Mgr.; Tel: Douglas 2-3740
Washington 5, D. C., 777 14th St., N.W.; J. H. Painter, Mgr.; Tel: Executive 3600
Syracuse 1, N. Y., OCS Bldg.; W. G. Broughton, Mgr.; Tel: 2-3308
Products: Audio consoles, amplifiers—limiting, portable and complete line for program monitoring and transcription use, both plug-in and rack mounted. Audio accessories—turntable tone arms, equalizers and pickup heads, patch cords and jacks. Rack cabinets, power and audio boards; cable, microphone and audio; speakers

General Instrument Corp.
Elizabeth 3, N. J., 829 Newark Ave.; E. A. Freed, Mgr.; Tel: Elizabeth 3-4400
Chicago, 3147 Logan Square; Lee Ballengee, Mgr.; Tel: Albany 2-6466
Joliet, Ill.; R. Cheney, Mgr.; Tel: Joliet 3-9345
Chicopee, Mass., 165 Front St.; B. Valliere, Mgr.; Tel: Springfield 3-6621
Products: Variable air capacitors

(Continued on page 370)

AM
FM
TV
COMMUNICATIONS PANEL OF EXPERTS

STUMP US.... if you can!

Yes, we have our own panel of experts here at GATES, and if it's a transmitting equipment problem for AM, FM, TV or Communications in general, you'll find us hard to stump!

GATES, you see, can supply anything — or everything — in these fields. And, GATES equipment is in use plentifully around the world — which is the best quality testimonial we know of.

If you have a problem — or question — in the transmitting field, submit it to our experts. We'll wager you can't stump them!

LEFT — 250 watt 40-200 mc. all purpose FM Transmitter.

ABOVE — Master Control System manufactured for "Voice of America".

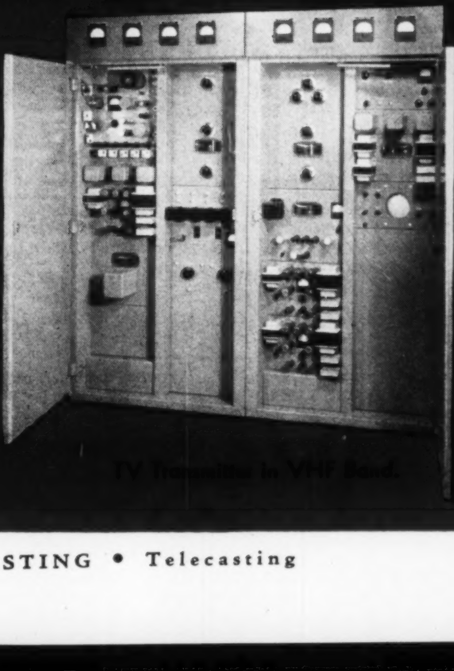
GATES

GATES RADIO COMPANY

MANUFACTURING ENGINEERS SINCE 1922

Quincy, Illinois, U. S. A.

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C.
International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec



TV Transmitter in VHF Band.

GATES Studioette with pre-set console.

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 368)

General Radio Co.
Cambridge 39, Mass., 275 Mass. Ave.; Myron T. Smith, Mgr.; Tel: Trowbridge 6-4400
Chicago 5, 920 S. Mich. Ave.; Kipling Adams, Mgr.; Tel: Wabash 2-3820
Los Angeles 38, 1000 N. Seward St.; Frederick Ireland, Mgr.; Tel: Hollywood 9-6201
New York 6, 90 West St.; William R. Thurston, Mgr.; Tel: Worth 2-5837
Products: Station frequency, modulation monitors, distortion and noise meters, test oscillators, signal generators, vacuum tube voltmeters, impedance measuring equipment. FM—Same plus coaxial elements, measuring equipment

Graybar Electric Co., Inc.
New York 17, 420 Lexington Ave.; J. W. LaMarque, Mgr.; Tel: Lexington 2-4000
Atlanta 1, 333 North Ave., N. W.; E. W. Stone, Mgr.; Tel: Cypress 1751
Boston 16, 287 Columbus Ave.; J. P. Lynch, Mgr.; Tel: Kenmore 6-4567
Chicago 7, 850 W. Jackson Blvd.; E. H. Taylor, Mgr.; Tel.: Canal 6-4100
Cincinnati 10, 115-129 W. McMicken Ave.; W. H. Hansher, Mgr.; Tel: Main 0600
Cleveland 14, 1010 Rockwell Ave.; A. C. Schwagar, Mgr.; Tel: Cherry 1-1360
Dallas 1, 717 Latimer St.; C. C. Ross, Mgr.; Tel: Randolph 6452
Detroit 1, 55 W. Canfield Ave.; P. L. Gundy, Mgr.; Tel: Temple 1-5500
Houston 3, 1702 Cullen Blvd.; R. T. Asbury, Mgr.; Tel: Atwood 4571
Jacksonville 1, 12th & Main Sts., W. C. Winfree, Mgr.; Tel.: Jacksonville 6-7611
Kansas City 8, Mo., 1644 Baltimore Ave.; R. B. Uhrig, Mgr.; Tel: Baltimore 1644
Long Island City 1, 21-15 Bridge Plaza, N.; R. W. Griffiths, Mgr.; Tel: Exeter 2-2000
Los Angeles 54, 210 Anderson St.; R. B. Thompson, Mgr.; Angelus 3-7282
Minneapolis 15, 824 S. Fourth St.; C. W. Greer, Mgr.; Tel: Geneva 1621
Philadelphia 7, 910 Cherry St.; J. W. Crockett, Mgr.; Tel: Walnut 2-5405
Pittsburgh 12, 900 Ridge Ave.; R. F. Grossett, Mgr.; Tel: Allegheny 1-4100
Richmond 19, Va., 10 S. Sixth St.; E. C. Toms, Mgr.; Tel: Richmond 7-3491
San Francisco 1, 1750 Alameda St.; K. G. Morrison, Mgr.; Tel: Market 1-5131
Seattle 4, King & Occidental Sts.; D. I. Craig, Mgr.; Tel: Mutual 0123
St. Louis 3, 2642 Wash. Ave.; J. P. Lenkerd, Mgr.; Tel: Newstead 4700
Products: Transmitters, antennae, antenna towers, transmission line products, phase monitors, antenna phasing equipment, transmitter and studio measuring equipment, speech input equipment, speech input amplifiers and accessories, microphones and accessories, transcription turntables and pickups, loudspeakers, power supplies, meters, electron tubes, relays, keys, condensers, jacks, mountings, thermistors, varistors, sound measuring equipment, public utilities, radio-telephone equipment, motor generators, emergency power plants and associated apparatus, tape recorders and reproducers, mobile, vehicle and railroad radio-telephone equipment

The Gray Research & Development Co., Inc.
Manchester, Conn., 658 Hilliard St.; Chester B. Hayes, Mgr.; Tel: Manchester 2-4506
New York, 521 Fifth Ave.; Richard Otto, Mgr.; Tel: Murray Hill 7-4590
Products: Transcription arms and equalizers. Facsimile: Custom-built

F. Sumner Hall, Inc., Audio Equipment Sales Div.
New York 1, 153 W. 33rd St.; F. Sumner Hall, Mgr.; Tel: Bryant 9-9276
Products: Jack panels, jacks, patch cords, plugs, replacement cords, microphone call letter plates and accessories, record labels

The Hallicrafters Co.
Chicago 24, 4401 W. Fifth Ave.; William Halligan, Jr., Mgr.; Tel: Van Buren 6-6300
Products: AM—Receivers, tuners, amplifiers, FM: Receivers; portable and low powered industrial two-way radio telephone

J. M. Hamilton & Co.
Gastonia, N. C., Box 2432; J. M. Hamilton, Mgr.; Tel: 5-5667
Washington, D. C., 1736 Columbia Rd., N. W.; Tel: North 6842
Products: Painting, erection, maintenance of towers

Hammarlund Mfg. Co., Inc.
New York 1, 460 W. 34th St.; Robert B. Moon, Mgr.; Tel: Longacre 5-1300
Products: Communications receivers, transmitter and receiver equipment for remotely controlling operations of broadcast transmitters from control studios. (Supervisory control and telemetering of remote broadcast transmitters.). Variable capacitors, including those for VHF and UHF operations

Harvey Radio Co., Inc.
New York 18, 103 W. 43rd St.; Harvey E. Sampson, Mgr.; Tel: Luxemburg 2-1500
Products: Electronic distributors of broadcast supplies, tape recorders, tubes, batteries, test equipment, audio systems, radio parts

Hewlett-Packard Co.
Palo Alto, Calif.; 395 Page Mill Rd.; W. Noel Eldred, Mgr.; Tel: Davenport 5-4451
Products: AM-Test oscillators, distortion analyzers, vacuum tube voltmeters. FM—Audio signal generators, distortion analyzers, high frequency vacuum tube voltmeters, frequency and modulation monitors

Hogan Labs., Inc.
New York 14, 155 Perry St.; Elliott Crooks; Chelsea 2-7855
Products: Facsimile equipment for broadcast via FM and inter-studio or inter-office communication

Harvey Hubbell, Inc.
Bridgeport 2 ,State St. & Bostwick Ave.; H. Long, Mgr.; Tel: Bridgeport 5-3151
Chicago 7, 37 S. Sangamon St.; R. L. Renaud, Mgr.; Tel: Monroe 6-3[illegible]37
Los Angeles 12, 103 N. Santa Fe Ave.; A. M. McMillan, Mgr.; Tel: Mutual 7226
New York 7, 11 Park Pl.; Michael Piombo, Mgr.; Tel: Barclay 7-265[illegible]
San Francisco, 542 Natoma St.; Grover A. Andersen, Mgr.; Tel: Underhill 1-5030
Products: Self locking connectors

Hughey & Phillips
Encino, Calif.; M. Witthaus, Mgr.; Tel: State 4-4383
New York 17, 60 E. 42nd St.; H. J. Geist, Mgr.; Tel; Murray Hill 7-1550
Products: Complete line tower lighting equipment including complete kits comprising every item of material necessary to wire and light a tower in compliance wth CAA and FCC requirements; also alarm circuit equipment for microwave stations. FM: Same

Hytron Radio & Electronics Co., a Div. of CBS, Inc.
Danvers, Mass., 100 Endicott St.; John Q. Adams, Mgr.; Tel: Danvers 2360
Chicago 39, 5637 W. Diversey Ave.; George Deters, Mgr.; Tel: National 2-1425
New York 16, 432 4th Ave., L. H. Niemann, Mgr.; Tel: Murray Hill 4-4178
Products: Receiving, transmitting tubes

Insuline Corp. of America
Long Island City 1, N. Y., 36-02 35th Ave.; B. L. Cahn, Mgr.; Tel: Astoria 8-3738
Products: Receiving aerials, aerial installation equipment, servicing and testing tools, mechanical components: switches, jacks, plugs, connectors, sockets, dials

Jennings Radio Mfg. Co.
San Jose 8, Calif., 970 McLaughlin Ave.; Calvin K. Townsend, Mgr.; Tel: Cypress 2-4025
Products: Vacuum fixed capacitors, vacuum variable capacitors and vacuum switches

Jensen Mfg. Co.
Chicago 38, 6601 S. Laramie Ave.; Charles A. Hansen, Mgr.; Tel: Portsmouth 7-7600
Products: Loudspeakers, networks, level controls and enclosures for loudspeakers for use for monitoring and similar purposes

Johns-Manville Sales Corp.
New York 16, 22 E. 40th St.; Paul J. Washburn, Mgr.; Tel: Lexington 2-7600
Products: Acoustical materials

E. F. Johnson Co.
Waseca, Minn.; M. W. Will, Mgr.; Tel: 990
Products: AM—Phasing equipment—antenna coupling units, coaxial line and fittings, sampling loops, tower lighting filters, inductors, switches, meters, capacitors, isolation inductors, insulators. FM—Coaxial line and fittings—FM iso coupler

Kaar Engineering Corp.
Palo Alto, Calif., 2995 Middlefield Rd.; Norman C. Helwig, Mgr.; Tel: Davenport 3-9001
Products: FM-Mobile communication transmitters, receivers

Joseph Kinney Co.
Carnegie, Pa., Rosslyn Rd.; Gilbert I. Clark, Mgr.; Tel: Walnut 2-1226
Products: Electroshield sheet and strip metal: including copper and silver clad steel, copper clad Invar, copper clad stainless steel and silver clad stainless steel; fabricated electroshield, formed, spun, drawn and automatic punch press parts for customers designs; shielded room panels of electroshield

James B. Lansing Sound, Inc.
Los Angeles 39, 2439 Fletcher Dr.; W. H. Thomas, Mgr.; Tel: Normandy 3-2545
Products: High fidelity loudspeakers; divided network loudspeaker systems, high frequency drivers, acoustic lens

The LaPointe-Plascomold Corp.
Rockville, Conn., 155 W. Main St.; Fred A. Hess, Mgr.; Tel: Rockville 5-3351
Products: Receiving antennas, towers, lightning arresters; antenna accessories; boosters, antenna divider networks

Leach Relay Co.
Los Angeles 3, 5919 Avalon Blvd.; J. L. Elliott, Mgr.; Tel: Adams 8221
Products: Relays for broadcast equipment

Lehigh Structural Steel Co.
New York 17, Battery Pl.; J. F. Neary, Mgr.; Tel: Whitehall 4-1424
Washington, D. C., 2539 Pa. Ave., N. W.; Mrs. Alva J. Myers, Mgr.; Tel: Dupont 3457
Products: AM: Towers-vertical radiators, towers for micro-wave use. FM; facsimile: Supporting towers

Lewis & Kaufman, Inc.
Los Gatos, Calif., 17320 El Rancho Ave.; Jack Kaufman, Mgr.; Tel: El Gato 4-3540
Products: Transmitting tubes

(Continued on page 372)

Everything electrical to keep you on the air—

from a single, convenient source

For qualified technical assistance in AM and TV equipment selection, consult the Graybar Broadcast Equipment Representative who serves your area.

Strategically located in key cities, these Graybar specialists know broadcasting problems intimately. They offer you experienced assistance in planning every phase of radio station construction, expansion, or modernization . . . and, of course, TV, too.

In addition, Graybar can provide everything you require for lighting, wiring, ventilating and communication systems for your building and grounds. In these fields, too, Graybar Specialists are available to help you plan.

Important, too, is the fact that Graybar distributes the nation's outstanding lines of equipment . . . maintains a nation-wide warehouse system to help you get on-schedule deliveries.

Make it a point to call Graybar *first* whenever you plan a change in station facilities. You'll get the benefits of Graybar know-how, gained through 25 years of service to broadcasting. *Graybar Electric Co., Inc. Graybar Building, 420 Lexington Avenue, New York 17, N. Y.*

305-11

ATLANTA
E. W. Stone,
Cypress 1751

BOSTON
J. P. Lynch,
Kenmore 6-4567

CHICAGO
E. H. Taylor,
Canal 6-4100

CINCINNATI
W. H. Hansher,
Main 0600

CLEVELAND
A. C. Schwager,
Cherry 1-1360

DALLAS
C. C. Ross,
Randolph 6454

DETROIT
P. L. Gundy,
Temple 1-5500

HOUSTON
R. T. Asbury,
Atwood 4571

JACKSONVILLE
W. C. Winfree,
Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig,
Baltimore 1644

LITTLE ROCK
W. E. Kunkel,
Little Rock 5-1246

LOS ANGELES
R. B. Thompson,
Angelus 3-7283

MINNEAPOLIS
C. W. Greer,
Geneva 1621

NEW YORK
R. W. Griffiths,
Exeter 2-2000

ST. LOUIS
J. P. Lenkerd,
Newstead 4700

SEATTLE
D. I. Craig,
Mutual 0123

RICHMOND
E. C. Toms,
Richmond 7-3491

OMAHA
L. J. O'Connell,
Atlantic 5740

SAN FRANCISCO
K. G. Morrison,
Market 1-5131

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A Few of Our Leading Supplier-Manufacturers — Altec Lansing • Ampex • Berndt-Bach • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal Telecommunication Laboratories • General Electric • General Radio • Houston-Fearless • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Presto • Rek-O-Kut • Sarvis • Standard Electronics • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical For Broadcasting-Telecasting — Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . .

via GraybaR

IN OVER ONE HUNDRED PRINCIPAL CITIES

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 370)

John E. Lingo & Son, Inc.
Camden 5, N. J., 2814 Buren Ave.; John E. Lingo, Mgr.; Tel: Woodlawn 4-0487
Products: Tubular steel vertical radiators: VHF antennas and supporting towers. FM: Antennas and supporting towers. Facsimile: Supporting poles

Machlett Labs., Inc.
Springdale, Conn., 1063 Hope St.; Henry J. Hoffman, Mgr.; Tel: Stanford 4-5781
Products: High power transmitting and rectifier tubes. FM: Same

Magnecord, Inc.
Chicago 10, 225 W. Ohio St.; C. G. Barker, Mgr.; Tel: Whitehall 4-1889
Products: Professional magnetic tape recorders—reproducers

Measurements Corp.
Boonton, N. J.; Nelson C. Doland, Jr., Mgr.; Tel: Boonton 8-2131
Products: Test equipment—Standard signal, pulse, square wave generators; UHF radio noise and field strength, megohm meters; peak voltmeters, R.F. attenuators, crystal calibrators; intermodulation, megacycle meter; inductance, capacitance bridges, vacuum tube voltmeters, special test instruments. FM signal generators. Special precision components: Condensers, coils and resistors

Merit Coil & Transformer Corp.
Chicago 40, 4427 N. Clark St.; W. J. Barron, Mgr.; Tel: Longbeach 1-6311
Products: Audio and power transformers; reactors

Milo Radio & Electronics Corp.
New York 7, 200 Greenwich St.; M. Putterman, Mgr.; Tel: Beekman 3-2980
Products: Wholesale, standard brand radio-electronic equipment

Minnesota Mining & Mfg. Co.
St. Paul 6, 900 Fauquier St.; Roy J. Gavin, Mgr.; Tel: Cedar 3071
Atlanta 3, 732 Ashby St., N.W.; G. S. Miles, Mgr.; Tel: Elgin 4401
Buffalo 6, N. Y., 330 Greene St.
Chicago 8, 1500 S. Western Ave.; A. J. Forss, Mgr.; Tel: Monroe 6-6126
Cincinnati 2, 47 Central Ave.; J. J. O'Brien, Mgr.; Tel: Parkway 5700-01-02
Cleveland 11, 12430 Elmwood Ave.; A. D. Steele, Mgr.; Tel: Boulevard 2-5200
Dallas 2, 1221 Dragon St.
Denver, 1639 Blake St.
Detroit 13, 8825 Grinnell Ave.
Grand Rapids 4, 815 Monroe Ave.
High Point 3, N. C., 1501 S. Main St.
Hollywood 36, Calif., 446 N. LaBrea Ave.; T. J. Gibbons, Mgr.; Tel: Webster 1-1289
Los Angeles 54, 6411 Randolph St.; M. D. Benson, Mgr.: Tel: Underhill 0-1241
Newton Center 59, Mass., 1330 Centre St.
Philadelphia 8, 401 N. Broad St.; C. M. Jacobson, Mgr.
Pittsburgh 19, Plaza Bldg.
Ridgefield, N. J., 700 Grand Ave.; E. F. Gregg, Mgr..
St. Louis 8, 3700 Forest Park Blvd.; S. P. Van Arsdall, Mgr.
St. Paul 1, 367 Grove St.; J. T. Donahue, Mgr.
San Francisco 10, 450 Alabama St.; M. D. Benson, Mgr.
Seattle 4, 1242 Sixth Ave., S.
Products: Electrical insulation and sound recording tape

Moody Machine Products Co., Inc.
Providence 5, R. I., 42 Dudley St.; Jack Moody, Mgr.; Tel: Gaspee 1-3317-18
Products: Tool kits

Mycalex Corp. of America
New York 20, 30 Rockefeller Plaza; Alfred S. Backus, Mgr.; Tel. Columbus 5-5989
Clifton, N. J., 60 Clifton Blvd.; Tel: Prescott 9-8866
Products: FM, facsimile—Glass-bonded mica high frequency low loss insulation, compression molded and injection molded grades; miniature and sub-miniature tube sockets

National Co., Inc.
Malden 38, Mass., 61 Sherman St.; William W. Bartell, Mgr.; Tel: Malden 2-7950
Products: Receivers

Newcomb Audio Products Co.
Hollywood 38, Calif., 6824 Lexington Ave.; Robert Newcomb, Mgr.; Tel: Hollywood 9-5381
Products: Receivers, public address systems, transcription players, phonographs, amplifiers, phonograph amplifiers

Otto K. Olesen Co.
Hollywood 28, 1534 N. Cahuenga Blvd.; Otto K. Oleson, Mgr.; Tel: Gladstone 5194
Products: Studio lighting equipment, lighting control equipment, dimmer and lighting control consoles, microphone booms

ORRadio Industries, Inc.
Opelika, Ala., T-120 Marvyn Rd.; J. Herbert Orr, Mgr.; Tel: 1123
Products: Magnetic sound recording tape

Oxford Electric Corp.
Chicago 15, 3911 S. Mich. Ave.; Hugo Sundberg, Mgr.; Tel: Atlantic 5-6161
Products: Loudspeakers

Pacific Transducer Corp.
Los Angeles 64, 11921 W. Pico Blvd.; R. S. Clarke, Mgr.; Tel: Arizona 9-6129
Products: Audio sweep frequency generators (AM and FM) and transcriptions, records, wide range reproducers, playback stylii, tone arms, equalizers, audio transformers, needle force gauges

Packard-Bell Co.
Los Angeles 64, 12333 W. Olympic Blvd.; Kenneth R. Johnson, Mgr.; Tel: Bradshaw 2-2171; Arizona 7-6721
Products: Receivers, radio-phonograph combinations; radio-phonograph-recorder combinations

The Pentron Corp.
Chicago 16, 221 E. Cullerton; Irving Rossman, Mgr.; Tel: Victory 2-7234
Products: Multi-speed tape recorders, tape players, electronic mixer, AM tuner, foot control, reel adapters, tape transport mechanism, telephone pickups, external speakers.

Permoflux Corp.
Chicago 39, 4900 W. Grand Ave.; Russell S. Fenton, Mgr.; Tel: Berkshire 7-3200
Glendale 5, Calif., 236 S. Verdugo Rd.; William Bartsch, Mgr.; Tel: Chapman 5-5139
Lansing, Ont., Canada, 45 Sheppard Ave., E.; Peter Posnikoff, Mgr.
Products: High fidelity headphones, speakers and speaker enclosures

Precision Piezo Service
Baton Rouge 10, La., 427 Mayflower St.; C. E. Pearce, Mgr.; Tel: 2-5359
Products: Quartz crystals, holders, ovens

(Continued on page 374)

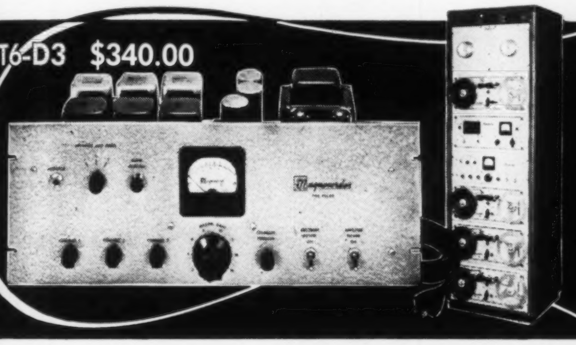
Magnecord

America's most complete line of professional recording equipment

the new Voyager

PT6-VAH
$485.00

One-case PORTABLE — True portability with professional performance — the answer to your demand for a single case portable magnetic tape recorder for professional use. The standard PT6-AH recorder carried back to back with a lightweight line level amplifier — when in use, the amplifier swings up to rest on the recorder as shown (or may be instantly detached). Frequency response at 15"/sec. tape speed is ∓ 2 db from 50 to 15,000 cycles per sec. Weight 42 pounds, complete; carrying case measures 19" x 7¾" x 17¾".


PT6-D3 $340.00

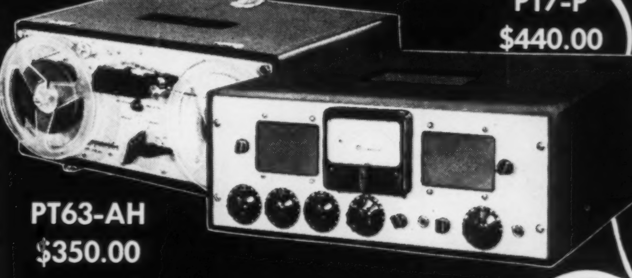
dubbing AMPLIFIER

for duplicating master tapes — Makes three duplicate copies simultaneously. From a playback machine, the output goes to the PT6-D3, dubbing amplifier, which in turn feeds to three PT6-A recorders. There's a calibrating circuit to insure equal levels on all tapes. Master motor control switch, volume meter, and headphone jack. Can be switched to any channel. See how the units "stack."

the FINEST Broadcast MAGNECORDER with 3-channel HIGH LEVEL mixing

the recorder PT63-AH — offering wide band response and fidelity. The famous Magnecorder with 3 heads for monitoring from the tape; separate erase, record and playback heads. High speed forward for fast cueing or editing.

the amplifier PT7-P — with inputs for 3 low-impedance microphones with separate pre-amp for each with high level mixing. Separate record and playback amplifiers. Output: zero level at 600 ohms, balanced, and 10 watts of audio; 4" VU meter.


PT7-P
$440.00

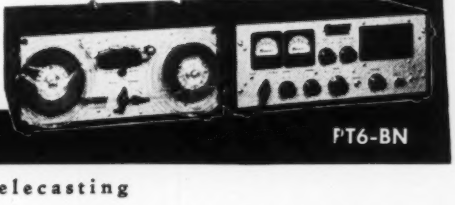
PT63-AH
$350.00

All prices subject to change without notice

Binaural 3-Dimensional Broadcasting

The newest sensation in radio, as dramatized by progressive stations across the country. Use your present AM and FM channels plus the new Binaural Magnecorder units. Ask us for detailed information on programming and engineering.

(right) Binaural amplifier — $515.00, and (left) Binaural recorder mechanism, $364.50.


PT6-BAH
PT6-BN

see your local CLASSIFIED TELEPHONE DIRECTORY **under "Recorders"**

. . . or write

Magnecord, Inc., Dept. BY-53
225 West Ohio Street, Chicago 10, Illinois

Name..
Company..
Address..
City..Zone......State........................

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 372)

Presto Recording Corp.
Paramus, N. J., P.O. Box 500, Hackensack, N. J.; Thomas B. Aldrich, Mgr.; Tel: Diamond 3-5700
Buffalo, Ellicott Sq. Bldg.; Robert W. Mitcher, Mgr.; Tel: Garrison 2-0233
Chicago, 220 Kedzie St., Evanston, Ill.; Warren Cozzens, Mgr.; Tel: Davis 8-4800
Clayton, Mo., 135 N. Central Ave.; Lee Maynard, Mgr.; Tel: Delmar 3723
Cleveland, 1836 Euclid Ave.; Ernest P. Scott, Mgr.; Tel: Main 1565
Dallas, 505 N. Ervar St,. J. Earl Smith, Mgr.; Tel: C-2966
Detroit, 17636 Edinborough Rd.; R. A. Adams, Mgr.; Tel: Vermont 8-1344
Los Angeles, 2331 W. Wash. Blvd.; Lee Owens, Mgr.; Tel: Republic 0203
New York, 60 E. 42nd St.; Henry J. Geist, Mgr.; Tel: Murray Hill 7-1550
San Francisco, 79 Ninth St., S. E.; W. J. Purdy, Mgr.
Seattle, 2601 First Ave.; Lloyd Marsh, Mgr.; Tel: Main 8762
Silver Spring, Md., 8614 Georgia Ave.; Morris F. Taylor, Mgr.; Tel: Shepherd 4002
Products: Disc recording, transcription; tape recording, transcription equipment; amplifiers; equalizers, blank recording discs

QRK Electronic Products
Fresno 4, Calif.; Bert Williamson, Mgr.; Tel: 7-1423
Products: Turntables, custom audio equipment, antenna equipment (phasing, coupling, etc.)

Radex Corp.
Chicago 14, 2076 Elston Ave.; R. R. Cook, Mgr.; Tel: Armitage 6-6900
Products: Impedance matching bridge, audio oscillator, blowers

Radio Corp. of America, RCA Victor Div., Engineering Products Dept., Broadcast Equipment Sales
Camden 2, N. J., Front & Cooper Sts.; E. C. Tracy, Mgr.; Tel: Woodlawn 3-8000
Atlanta 3, Forsyth Bldg.; Tel: Walnut 5948
Boston 16, John Hancock Bldg.; Tel: Hubbard 2-1700
Chicago 11, 666 N. Lake Shore Dr.; Tel: Delaware 7-0700
Cleveland 15, Keith Bldg.; Tel: Cherry 1-3450
Dallas 1, 1907-11 McKinney Ave.; Tel: Riverside 1371-2-3
Hollywood 28, Calif., 1560 N. Vine St.; Tel: Hollywood 9-2154
Kansas City 6, Mo., Dierks Bldg.; Tel: Harrison 6480-1-2
New York 20, 36 W. 49th St.; Tel: Circle 6-4030
San Francisco 3, 1355 Market St.; Tel: Hemlock 1-8300
Products: Audio equipment, AM-FM transmitters, AM-FM antennas, test and measuring equipment, mobile communications equipment, theatre equipment

RCA Victor Co., Ltd.
Montreal 30, Que., 1001 Lenoir St.; H. S. Walker, Mgr.; Tel: Wellington 7551
Calgary, Alta., 1210 11th Ave. W.; E. F. Large, Mgr.; Tel: M-3928
Halifax, N. S., 99 Brunswick St.; C. C. Bowers, Mgr.; Tel: 3-6186
Toronto,, Ont., 1140 Yonge St.; L. W. Boothe, Mgr.; Tel: Midway 5421
Vancouver, B. C., 1206 Homer St.; C. W. Smith, Mgr.; Tel: Marine 4241
Winnipeg, Man., 168 Market St.; H. Ramsey, Mgr.; Tel: 97-201
Products: Transmitters, transmitter accessories, transcription turntable equipment, microphone accessories, monitoring and test equipment, transmitting tubes, speech input equipment, acetate recording blanks, amplifier equipment, recording equipment, microphones, faradon condensers, fascimile equipment, FM transmitters, antenna phasing equipment, engineering services, loudspeakers, transmission line accessories, crystals and crystal holders, receivers

Radio Engineering Labs., Inc.
Long Island City 1, N. Y., 36-40 Thirty-Seventh St.; Frank A. Gunther, Mgr.; Tel: Stillwell 6-2100
Products: FM broadcasting transmitters, 250 watts to 50 kw; antennas-paraboloid, corner reflector, speech input equipment; monitors; receivers; FM studio-to-transmitter link (STL) equipment; quadriline amplifiers, serrasoid modulators; custom-built high quality audio equipment; 10 watt FM educational transmitter; broadcast mobile transmitter link (MTL) equipment; point-to-point multiplex communications systems; broadcast music store receiver; bus receivers

Radio-Music Corp.
Port Chester, N. Y. (Byram, Conn.), 84 S. Water St.; Lionel B. Cornwell, Mgr.; Tel: Byram River 6-8620
Products: Transcription reproducers, turntables, amplifiers; special filter networks and transformers

Rangertone, Inc.
Newark 4, N. J., 73 Winthrop St.; Richard H. Ranger, Mgr.; Tel: Humboldt 5-2550
Products: High fidelity magnetic tape recorders and editing equipment

Recoton Corp.
New York 11, 147 W. 22nd St.; Jack Karns, Mgr.; Tel: Oregon 5-7863-69
Products: Playback phonograph needles, cutting stylii, cartridges, recording blanks, magnetic recording tape

Reeves Soundcraft Corp.
New York 22, 10 E. 52nd St.; F. B. Rogers Jr.; Mgr.; Tel: Plaza 9-2644
Products: Magnetic recording tape; recording discs, stylii

Rek-O-Kut Co.
Long Island City 1, N. Y., 38-01 Queens Blvd.; G. Silber; Mgr.; Tel: Stillwell 4-7062
Products: Transcription turntables

Rissi Electronic Supply Co.
Detroit 1, 1112 W. Warren Ave.; V. A. Wilton, Mgr.; Tel: Temple 2-5611
Products: Tape, disc recording equipment, power tubes, allied equipment

Schulmerich Electronics, Inc.
Sellersville, Pa., Carillon Hill; H. L. Conover, Mgr.; Tel: Sellersville 2323-24
Products: Carillonic bells, Schulmetronic radio bells, carillonic bell recordings

Schumaker Construction Co.
Michigan City, Ind., E. Mich. St. at Warnke Rd.; K. F. Schumaker, Mgr.; Tel: 3-3218
Products: Erectors towers, antennas and coaxial cable

Hermon Hosmer Scott, Inc.
Cambridge 39, Mass., 385 Putnam Ave.; Victor H. Pomper, Mgr.; Tel: Kirkland 7-0646
Los Angeles 15, 400 W. Pico Blvd.; Henry Feldman, Mgr.
Philadelphia 19, 7135 Germantown Ave.; Harry Estersohn, Mgr.; Tel: Wissahickon 7-1816
Pittsburgh 16, P. O. Box 8046; Emmet J. Tydings, Mgr.; Tel: Fieldbrook 1-5100
Products: Amplifiers, dynamic noise suppressors, dynaural converters, equalizers, laboratory apparatus, noise analyzers, octave filters, power supplies, preamplifiers, sound level meters, vibration meters

Scully Machine Co.
Bridgeport 8, 62 Walter St.; L. J. Scully, Mgr.; Tel: Bridgeport 4-5300
Products: Disc recording machine

Self Winding Clock Co., Inc.
Brooklyn 5, N. Y., 207 Willoughby Ave.; Harvey S. Wellman, Mgr.; Tel: Maine 2-6300
Products: Sweep seconds, dry cell battery operated self winding clocks containing connections for receiving automatic synchronizing pulses from Western Union lines or manual synchronized pulses from control kit

Shallcross Mfg. Co.
Collingdale, Pa., 520 Pusey Ave.; John S. Shallcross, Mgr.; Tel: Sharon Hill 4700
Products: Audio, fixed and variable, key operated attenuators, rotary taped instrument and attenuator switches; V. U. meter multipliers; audio transmission test equipment; wire-wound precision resistors, pre-emphasis and de-emphasis networks.

Shure Brothers, Inc.
Chicago 10, 225 W. Huron St.; J. H. Morin, Mgr.; Tel: Delaware 7-4550
Products: Microphones

Sierra Electronic Corp.
San Carlos, Calif., 1050 Brittan Ave.; W. Feldscher, Mgr.; Tel. Lytell 3-2104
Products: Carrier frequency voltmeters, wave analyzer, bridging transformer wide band R. F. transformers (high power). Low frequency directional couplers. FM: Directional couplers, reflection coefficient meter

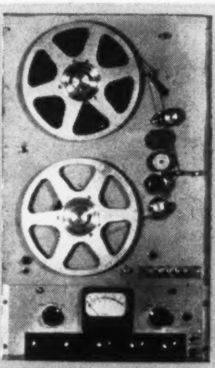
(Continued on page 376)

XUM

8 reasons why engineers everywhere select PRESTO above all others

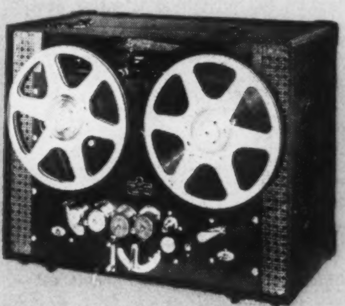
On this page are eight reasons why PRESTO equipment has won the acclaim of engineers and broadcasters across the country. Each of these precision instruments has been designed to fill a specific need. Each of them is an outstanding example of the careful and painstaking skill that goes into the creation of PRESTO equipment. For further specifications and information concerning these instruments, as well as the wide variety of others offered by PRESTO to meet your specialized requirements, contact your nearest PRESTO representative or write direct.

TAPE RECORDERS



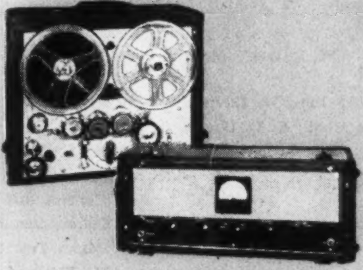
PRESTO RACK MOUNTED RC-10/24

Rack-mounted recorder with 10½" reel capacity. Has solenoid actuated brakes on a three-motor drive system. Torque motors make tension clutches unnecessary. Fast forward and rewind speeds. Three heads for erase, record, reproduce.



PRESTO PORTABLE RC-10/14

The ideal super-quality portable unit. Basically the same as the model RC-10/24. Rotary deck type selector control. Speeds of 7½"/sec. and 15"/sec. giving wide frequency response.



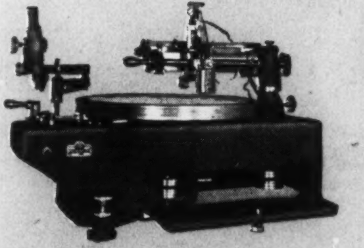
PRESTO PORTABLE PT-920

PRESTO's new addition to the tape family. Succeeds the popular PT-900—and costs less. Exceedingly compact with 10 watt amplifier, 2 speakers and amplifier in one case. Fast forward and rewind speeds, 3 motors, no friction clutch or tension adjustments.

PRESTO TAPE REPRODUCER TL-10

Most amazing development to hit the recording field in years. Makes any standard 16" turntable quickly adaptable to tape. Turntable acts as motor; speeds of 7½"/sec. and 15"/sec. Plugs into standard studio speech input equipment; no preamplifier required.

DISC RECORDERS



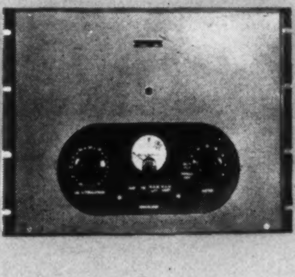
PRESTO STUDIO CONSOLE 8 D-G

Designed to cut the finest instantaneous and master recordings. Has radial cantilevered overhead requiring no turntable contact. 1-D cutting head. Direct gear drive and twin motors. Selection of 8 different feed pitchès in each direction, including 250 lpi microgroove.

PRESTO PORTABLE 6-N

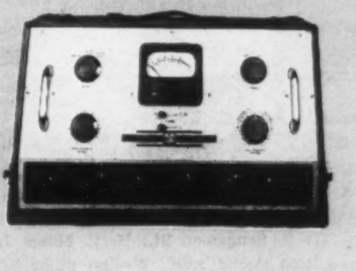
World favorite! Unusual reliability under all recording conditions. Low mechanical noise level. Speed accuracy excellent at 78 and 33⅓ rpm. Equipped with 1-D cutting head. Microgroove attachment available at extra cost.

RECORDING AMPLIFIERS



PRESTO 92-B

PRESTO's famous 60 watt recording amplifier for rack mounting. Removable front panel makes maintenance easy. Selector switch and one meter indicate output level and tube plate currents. Push-button selector for recording characteristics. Response: 20 to 17,000 cps.



PRESTO PORTABLE 90-B

Qualities of high fidelity studio console but portable, with complete facilities for remote operation. Distortion of less than 1.5% at maximum output. Equalizers for flat, NAB 33⅓ rpm, phono, NAB playback and automatic .3 microphone input with mixer and master gain control.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y. **Canadian Division:** Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 374)

Skyline Tower Co.
Chicago 36, 5900 S. Ashland Ave.; Walter E. Smith, Mgr.; Tel: Walbrook 5-1288
Products: AM—Vertical radiators; guyed, self-supporting towers. FM, facsimile—Supporting antennas towers; guyed, self-supporting towers

Rawdon Smith Associates
Washington 7, D. C., 2217 M St., N. W.; F. Rawdon Smith, Mgr.; Tel: District 1970
Products: Tape duplication equipment

Sonic Recording Products, Inc.
Freeport, N. Y., 58 Mill Rd.; A. Snyder, Mgr.; Tel: Freeport 8-3610
Products: Instantaneous professional recording blanks

Sonocraft Corp.
New York 36, 115 W. 45th St., Irving Greene, Mgr.; Tel: Luxemburg 2-1750
Products: Sound, recording equipment

Sound Apparatus Co.
Stirling, N. J.; Arthur W. Nieman, Mgr.; Tel: Millington 7-0600
Products: Graphic recorders

The Soundscriber Corp.
New Haven 4, Conn., 146 Munson St.; R. W. Davidson, Mgr.; Tel: 7-2125
Products: Recording equipment

Speak-O-Phone Recording & Equipment Co.
New York 23, 23 W. 60th St.; R. L. Austin, Mgr.; Tel: Columbus 5-1350
Products: Recording equipment, recorder tape, discs

Stainless, Inc.
North Wales, Pa., Third & Montgomery Sts.; John F. Guzewicz, Mgr.; Tel: North Wales 874
New York 7, 50 Church St.; Henry J. Guzewicz, Mgr.; Tel: Digby 9-4379
Phoenix, Ariz., 5711 N. 14th Pl.; Frank Cooke, Mgr.; Tel: Phoenix 3-7235
Products: Self-supporting, Rhomic array, guyed and micro wave towers. Antenna masts. FM: Self-supporting and guyed towers

Stancil-Hoffman Corp.
Hollywood 38, Calif., 1016 N. Highland Ave.; W. V. Stancil, Mgr.; Tel: Hillside 7461
Chattanooga, Tenn., Signal Mountain; W. B. Taylor, Mgr.; Tel: 88-2487
Evanston, Ill. 220 Kedzie St.; Warren Cozzens, Mgr.; Tel: Davis 8-4800
Honolulu, T. H., 1545 S. Beretania; T. Y. Takase, Mgr.; Tel: 9-3769
New York 17, 60 E. 42nd St.; Henry J. Geist, Mgr.; Tel: Murray Hill 7-1550
Toronto 1, Can., 150 Simcoe St.; S. W. Caldwell, Mgr.; Tel: Em. 6-8727
Products: Magnetic tape recorders for professional use, battery operated minitape recorder

Standard Electronics Corp.
Newark 5, N. J., 285 Emmet St.; H. Philip Nesbitt, Mgr.; Tel: Bigelow 3-5540
Products: Speech input equipment, monitors, power supplies, amplifiers, jack panels

Terminal Radio Corp.
New York 7, 85 Cortlandt St.; William Filler, Mgr.; Tel: Worth 4-3311
Products: Audio equipment for broadcast stations. Portable tape recorders, broadcast station recording and playback equipment. Test equipment. Microphones, radio parts and equipment

The Thomas & Betts Co.
Elizabeth 1, N. J., 36 Butler St.; E. C. Hewitt, Mgr.; Tel: Elizabeth 4-4321
Atlanta, Candler Bldg.; Fred M. Shepard, Mgr.
Bellaire, Texas, P. O. Box 53; John Humber, Mgr.
Boston, 10 High St.; Stephen A. Imhof, Mgr.
Chicago, 411 S. Sangamon St.; H. C. Moses Jr., Mgr.
Cleveland, 1900 Euclid Ave.; Wyman Elliot, Mgr.
Ft. Lauderdale, Fla., P. O. Box 1516; Philip J. Webb, Mgr.
Los Angeles, 459 E. Fourth St.; Karl G. Kempf, Mgr.
New York, 15 Park Pl.; A. C. Biddulph, Mgr.; Tel: Barclay 7-8644
Philadelphia, 1015 Chestnut St.; Donald Wildauer, Mgr.
Products: Pressure wire connectors; grounding seath connectors (solderless)

Tower Construction Co.
Sioux City, Iowa, 1923 Geneva; M. M. Lasensky, Mgr.; Tel: 5-7653
Washington, D. C., 2002 P St., N. W.; Frank Little, Mgr.; Tel: Adams 6393
Products: Towers; erection of towers

Tower Engineering & Construction Co., Inc.
Houston 3, 2930 Pease Ave.; Ben S. Foss, Jr., Mgr.; Tel: Central [illegible]378
Products: Tower erectors

Tower Sales & Erecting Co.
Portland 13, Ore., 6100 N. E. Columbia Blvd.; C. H. Fisher, Mgr.; Tel: Trinity 7303
Products: Tower, vertical radiators, erecting, lighting, painting, ground systems

Trans-Lux News-Sign Co.
New York 20, 1270 Sixth Ave.; Bert W. Roth, Mgr.; Tel: Circle 7-4970
Products: Flashcasting news signs

Transmitter Equipment Mfg. Co., Inc.
New York 14, 345 Hudson St.; Morton B. Kahn, Mgr.; Tel: Watkins 4-1550
Products: Transmitting, receiving equipment for ground, mobile, airborne, specialized services; radar test equipment and electronic training devices

Truscon Steel Co.
Youngstown 1, Ohio; George F. Bateson, Mgr.; Tel: Youngstown 3-2171
Boston 27 (South), 307 Dorchester Ave.; C. H. Watt, Mgr.; Tel: South Boston 8-2420-21-22
Buffalo 3, Rand Bldg., R. A. Bohling, Mgr.; Tel: Madison 5767-9
Chicago 6, 201 N. Wells St., C. L. Spatholt, Mgr.; Tel: Franklin 2-4600
Cleveland 15, Hanna Bldg. Annex; L. F. Stormont, Mgr.; Tel: Superior 1-9010
Dallas 1, M & W Tower Bldg.; H. T. Swanson,, Mgr.; Tel: Randolph 5448
Kansas City 6, Mo., 1012 Baltimore Ave.; A. A. Raymond, Mgr.; Tel: Harrison 3673
Los Angeles 22, P. O. Box 6788, E. Los Angeles Branch; G. R. Roden, Mgr.; Tel: Underhill 0-1375
Minneapolis 2, Baker Bldg.; John W. Davies, Mgr.; Tel: Main 5537
New York, 48-18 Northern Blvd.; C. D. Loveland, Mgr.; Tel: Astoria 4-2410
Omaha 2, Insurance Bldg., J. R. Rippey, Mgr.; Tel: Harney 7353
Portland 12, 2139 N. Kerby Ave.; C. W. Anderson, Mgr.; Tel: Trinity 1153
St. Louis 3, Shell Bldg.; W. H. Hogeland, Mgr.; Tel: Central 0146
San Francisco 5, 604 Mission St.; G. F. Carney, Mgr.; Yukon 2-6633
Washington 5, D. C., Investment Bldg.; F. W. Youry, Mgr.; Tel: District 0883
Products: Self-supporting and guyed towers for AM, FM and microwave. Copper mesh ground screen

The Turner Co.
Cedar Rapids, 909 17th St., N. E.; H. M. Murdock, Mgr.; Tel: 3-8144
Products: Microphones

United States Motors Corp.
Oshkosh, Wis., 430 Nebraska; Louis Shriber II, Mgr.; Tel: Blackhawk 9100
Products: Standby power plants

U. S. Recording Co.
Washington 5, D. C., 1121 Vermont Ave. N. W.; Eugene Rosen, Mgr.; Tel: Lincoln 3-2705
Products: Panacoustic line of electronic products, audio control consoles, salesmen's and educational AC-DC playbacks, complete line recording studio broadcast, intercommunication and sound equipment. FM: Amplifiers and installation

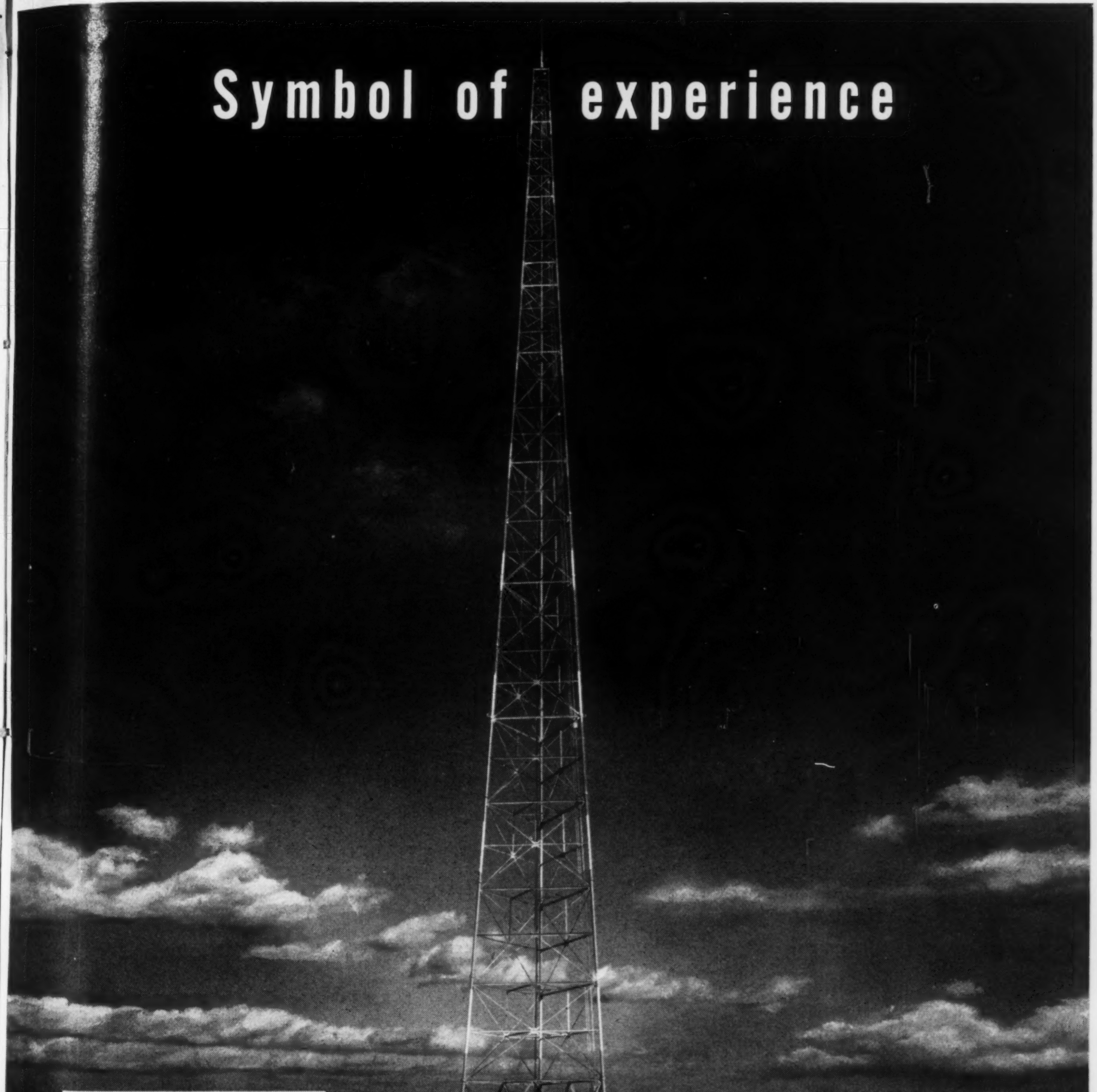
United Tower Co.
Petersburg, Va., Union Trust Bldg.; John J. Hoke, Mgr.; Tel: 3347
Products: Guyed-typed and self-supporting towers

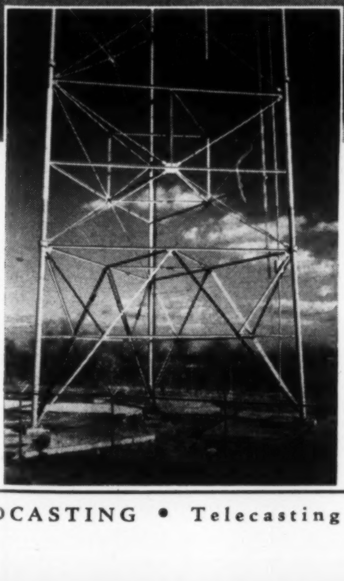
Universal General Corp.
New York 13, 324 Canal St.; Morris Greenberg, Mgr.; Tel: Walker 5-9642
Products: Radio, amplifier kits

University Loudspeakers, Inc.
White Plains, N. Y., 80 S. Kensico Ave.; Lawrence J. Epstein, Mgr.; Tel: White Plains 6-7700
Products: AM-FM—Loudspeakers, high fidelity, monitor

(Continued on page 380)

Symbol of experience





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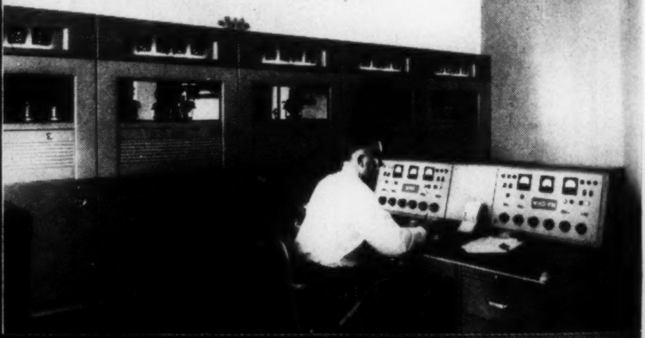
"At WHO in Des Moines, Iowa, the Station Engineer makes a log entry; in the background is the Westinghouse 50 KW AM Radio Transmitter."



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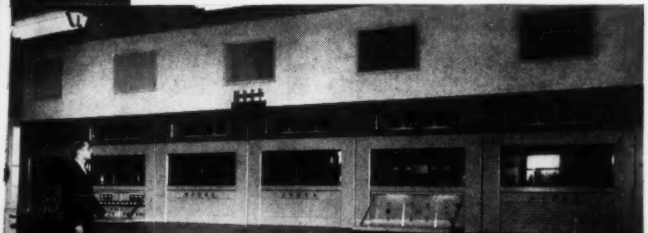

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(Continued from page 376)

Utility Electronics Corp.

East Newark, N. J., 231 Grant Ave.; Harry D. Hirsch, Mgr.; Tel. Humboldt 5-3600

Products: Receivers, transmitters, test equipment, FM—Same plus military communication equipment. Facsimile: Transmitters, recorders

Vulcan Tower Co.

Birmingham, Ala., P. O. Box 2467; William Brennan, Mgr.; Tel: 54-4441

Washington, D. C., 3738 Kanawha St., N. W.; William Benns, Mgr.; Tel: Emerson 2-8071

Products: Towers

Wallach & Associates

Cleveland 18, 1532 Hillcrest Rd.; Arthur Wallach, Mgr.; Tel: Yellowstone 2-2353

Products: Allmetal sectional discabinets for filing, protecting recordings and transcriptions, Allmetal sectional and double door tape recording reel cabinets

The Ward Products Corp. Div. of The Gabriel Co.

Cleveland 3, 1523 E. 45th St.; M. R. Friedberg, Mgr.; Tel: Express 1-3300

Jersey City, N. J., One Exchange Pl.; Adolph Schwartz, Mgr.; Tel: Kingswood 4855

Kansas City, Mo., 406 W. 34th St.; R. W. Farris, Mgr.; Tel: Logan 7495

Pasadena, Calif., 40 S. Los Robles; G. S. Marshall, Mgr.; Tel: Sycamore 5-2022

Philadelphia, 121 N. Broad St.; Ken Randall, Mgr.; Tel: Locust 4-2151

Products: AM—Auto, home antennas, two-way communication antennas for remote units. FM—Mobile communication antennas, point-to-point antennas, remote unit antennas

West Coast Electronics Co.

Los Angeles 16, 5873 W. Jefferson Blvd.; John P. Daily, Mgr.; Tel: Texas 0-7211

Products: Amplifiers, UHF, VHF, fixed and mobile, dipole; FM, ground plane; communications systems, radio-teletype, vehicular FM-AM; recorders, magnetic tape

Westinghouse Electric Corp.

Baltimore 3, 2519 Wilkens Ave.; C. W. Miller, Mgr.; Tel: Edmondson 2300

Atlanta 2, 1299 Northside Dr., N. W.; A. W. Rose, Mgr.; Tel: Atwood 1642

Boston 10, 10 High St.; E. S. Mielke, Mgr.; Tel: Liberty 2-0600

Chicago 54, Mdse. Mart Plaza; W. E. Berkey, Mgr.; Tel: Whitehall 4-3860

Cleveland 13, 1370 Ontario St.; D. B. Ralsten, Mgr.; Tel: Cherry 1-7600

Hartford 3, Conn.; 119 Ann St.; E. S. Winlund, Mgr.; Tel: 5-0851

New York 5, 40 Wall St.; A. D. Foster, Mgr.; Tel: Whitehall 3-4321

Philadelphia 4, 3001 Walnut St.; A. Valente, Mgr.; Tel: Evergreen 2-1200

Pittsburgh 30, 306 Fourth Ave.; H. N. Runkle, Mgr.; Tel: Atlantic 1-8400

St. Louis 1, Mo., 411 N. Seventh St.; A. F. Buck, Mgr.; Tel: Central 1120

San Francisco 8, 410 Bush St.; S. H. Harrison, Mgr.; Tel: Exbrook 2-5353

Products: Amplitude and frequency modulated transmitters (5, 10 and 50 kw AM: 1, 3, 10, 50 kw FM) standard transmitter consoles, antenna phasing and tuning equipment transmitting tubes, instruments, meters, relays studio and tower lighting equipment transformers, capacitors, circuit breakers, regulators, precipitrons and switchgear

Weston Electrical Instrument Corp.

Newark 5, N. J., 614 Frelinghuysen Ave.; E. T. Higgons, Mgr.; Tel: Bigelow 3-4700

Chicago 6, 205 W. Wacker Dr.; C. G. Miller, Mgr.; Tel: Franklin 2-4656

New York 7, 50 Church St.; W. J. Healey, Mgr.; Tel: Worth 4-3510

Washington 11, D. C., 6230 Third St., N. W.; L. F. Parachini, Mgr.; Tel: Tuckerman 2414

Products: AM, FM—Insulation, circuit testers; vacuum tube voltmeters; tube checkers; electronic test equipment; VU and DB meters; panel instruments

Wincharger Corp.

Sioux City 2, Iowa, E. 7th & Division Sts.; V. V. Holmes, Mgr.: Tel: 2-1844

Products: Insulated vertical guyed towers. FM—Non-insulated guyed support towers for antennas

Wind Turbine Co.

West Chester, Pa., E. Market St. & Pa. Railroad; Robert W. Weeks, Mgr.; Tel: West Chester 3110

Products: Supply, installation guyed towers; micro-wave relay towers; ground systems, transmission lines

Wright Zimmerman, Inc.

New Brighton, Minn., 330 Fifth Ave.; Joseph D. Zimmerman, Mgr.; Tel: Nester 8877

Products: Loudspeakers, under pillow speaker and relays

Zenith Radio Corp.

Chicago 39, 6001 W. Dickens Ave.; H. J. Hector, Mgr.; Tel: Berkshire 7-7500

New York 1, 527 W. 34th St.; W. W. Boyne, Mgr.; Tel: Longacre 4-6600

Products: Table radios, portables, clock radios, table and console radio-phonographs, TV-radio-phonograph combinations

Zephyr Products Co.

New York 35, 129 E. 124th St.: Irving London, Mgr.; Tel: SA 2-1800

Products: Recording discs, wire recording spools, needles, accessories

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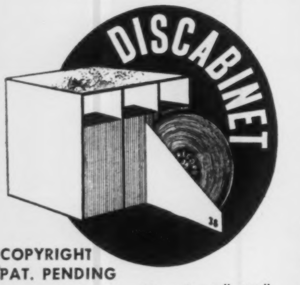

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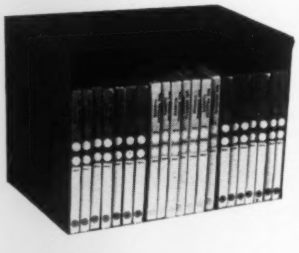

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GATES RADIO COMPANY
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FCC RULES AND REGULATIONS FOR BROADCAST SERVICES

Selected Sections as Amended to Jan. 1, 1953. Compiled With the Cooperation of Pike & Fischer Inc., publishers of Pike & Fischer Radio Regulation.

Allocations and Definitions

IN AM RULES[1] . . .

§3.1 *Standard broadcast station.*—The term "standard broadcast station" means a station licensed for the transmission of radio-telephone emissions primarily intended to be received by the general public and operated on a channel in the band 535-1605 kilocycles, inclusive.

§3.2 *Standard broadcast band.*—The term "standard broadcast band" means the band of frequencies extending from 535-1605 kilocycles.

§3.3 *Standard broadcast channel.*—The term "standard broadcast channel" means the band of frequencies occupied by the carrier and two side bands of a broadcast signal with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. The 107 carrier frequencies assigned to standard broadcast stations shall begin at 540 kilocycles and be in successive steps of 10 kilocycles.

§3.4 *Dominant station.*—The term "dominant station" means a class I station, as hereinafter defined, operating on a clear channel.

§3.5 *Secondary station.*—The term "secondary station" means any station except a class I station operating on a clear channel.

§3.6 *Daytime.*—The term "'daytime" means that period of time between local sunrise and local sunset.

§3.7 *Nighttime.*—The term "nighttime" means that period of time between local sunset and 12 midnight local standard time.

§3.8 *Sunrise and sunset.*—The terms "sunrise and sunset" mean, for each particular location and during any particular month, the average time of sunrise and sunset as specified in the license of a broadcast station. (For tabulations of average sunrise and sunset times for each month at various points in the United States, see "Average Sunrise and Sunset Times.")

§3.9 *Broadcast day.*—The term "broadcast day" means that period of time between local sunrise and 12 midnight local standard time.

§3.10 *Experimental period.*—The term "experimental period" means that time between 12 midnight and local sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any standard broadcast station on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period. No station licensed for "daytime" or "specified hours" of operation may broadcast any regular or scheduled program during this period.

§3.11 *Service areas.—(a)* The term "primary service area" of a broadcast station means the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) The term "secondary service area" of a broadcast station means the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

(c) The term "intermittent service area" of a broadcast station means the area receiving service from the ground wave but beyond the primary service area and subject to some interference and fading.

§3.12 *Portable transmitter.*—The term "portable transmitter" means a transmitter so constructed that it may be moved about conveniently from place to place, and is in fact so moved about from time to time, but not ordinarily used while in motion. In the standard broadcast band, such a transmitter is used in making field intensity measurements for locating a transmitter site for a standard broadcast station. A portable broadcast station will not be licensed in the standard broadcast band for regular transmission of programs intended to be received by the public.

§3.13 *Auxiliary transmitter.*—The term "auxiliary transmitter" means a transmitter maintained only for transmitting the regular programs of a station in case of failure of the main transmitter.

Allocations—(AM)

§3.21 *Three classes of standard broadcast channels.—(a) Clear Channel:* A "clear channel" is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service areas.

(b) Regional channel: A "regional channel" is one on which several stations may operate with powers not in excess of 5 kilowatts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

(c) Local channel: A "local channel" is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

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(EDITOR'S NOTE: For convenience, rules for AM and FM have been consolidated under the above general headings.)

§3.22 *Classes and power of standard broadcast stations.—(a) Class I station:* A "class I station" is a dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Its primary service area is free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from interference except from stations on the adjacent channel, and from stations on the same channel in accordance with the channel designation in section 3.25 or in accordance with the Engineering Standards of Allocation. The operating power shall be not less than 10 kilowatts nor more than 50 kilowatts. (Also see section 3.25 *(a)* for further power limitation.)

(b) Class II station: A "class II station" is a secondary station which operates on a clear channel (see section 3.25) and is designed to render service over a primary service area which is limited by and subject to such interference as may be received from class I stations. A station of this class shall operate with power not less than 0.25 kilowatt nor more than 50 kilowatts. Whenever necessary, a class II station shall use a directional antenna or other means to avoid interference with class I stations and with other class II stations, in accordance with the Engineering Standards of Allocation.

[EDITOR'S NOTE: Since 1945 the FCC has been considering various changes in the Clear Channel assignments, including the question of daytime skywave. As of Jan. 1 this policy was still pending an FCC decision.]

(c) Class III station: A "class III station" is a station which operates on a regional channel and is designed to render service primarily to a metropolitan district[2] and the rural area contiguous thereto. Class III stations are subdivided into two classes:

(1) *Class III-A station:* A "class III-A station" is a class III station which operates with power not less than 1 kilowatt nor more than 5 kilowatts, and the service area of which is subject to interference in accordance with Engineering Standards of Allocation.

(2) *Class III-B station:* A "class III-B station" is a class III station which operates with a power not less than 0.5 kilowatt nor more than 1 kilowatt night and 5 kilowatts daytime, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(d) Class IV station: A "class IV station" is a station operating on a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kilowatt nor more than 0.25 kilowatt, and its service area is subject to interference in accordance with the Engineering Standards of Allocation.

(Continued on page 382)

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[1] Other definitions which may pertain to standard broadcast stations are included in sections 2.1 and 2.102 and the Communications Act of 1934, as amended.

[2] The term "metropolitan district" as used in this paragraph is not limited in accordance with the definition given by the Bureau of the Census but includes any principal center of population in any area.

FCC RULES AND REGULATIONS

(Continued from page 381)

§3.23 *Time of operation of the several classes of stations.*[3]—The several classes of standard broadcast stations may be licensed to operate in accordance with the following:

(a) "Unlimited time" permits operation without a maximum limit as to time.

(b) "Limited time" is applicable to class II (secondary stations) operating on a clear channel only. It permits operation of the secondary station during daytime, and until local sunset if located west of the dominant station on the channel, or if located east thereof, until sunset at the dominant station; and in addition during night hours, if any, not used by the dominant station or stations on the channel.

(c) "Daytime" permits operation during the hours between average monthly local sunrise and average monthly local sunset. (For exact time of sunset at any location see "Average Sunrise and Sunset Times.") Daytime stations operating on local channels may, upon notification to the Commission and the engineer in charge of the district in which they are located, operate at hours beyond those specified in their license.

(d) "Sharing time" permits operation during hours which are so restricted by the station license as to require a division of time with one or more other stations using the same channel.

(e) "Specified hours" means that the exact operating hours are specified in the license. (The minimum hours that any station shall operate are specified in section 3.71.) Specified hours stations operating on local channels except those sharing time with other stations may, upon notification to the Commission and the engineer in charge of the district in which they are located, operate at hours beyond those specified in their license.

§3.24 *Broadcast facilities—showing required.*—An authorization for a new standard broadcast station or increase in facilities of an existing station[4] will be issued only after a satisfactory showing has been made in regard to the following, among others:

(a) That the proposed assignment will tend to affect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(b) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interference. That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see Engineering Standards of Allocation and Field Intensity Measurements in Allocation.)

(c) That the applicant is financially qualified to construct and operate the proposed station.[5]

(d) That the applicant is legally qualified. That the applicant (or the person or persons in control of an applicant corporation or other organization) is of good character and posssesses other qualifications sufficient to provide a satisfactory public service.

(e) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and Locations of Transmitters of Standard Broadcast Stations.)

(f) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(g) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

§3.25 *Clear Channels: Class I and II stations.*—The frequencies in the following tabulations are designated as clear channels and assigned for use by the classes of stations given:

(a) To each of the channels below there will be assigned one class I station and there may be assigned one or more class II stations operating limited time or daytime only: 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 870, 880, 890, 1020, 1040, 1100, 1120, 1160, 1180, 1200, and 1210 kilocycles. The power of the class I stations on these channels shall not be less than 50 kilowatts.

(b) To each of the channels below there may be assigned class I and class II stations: 680, 710, 810, 850, 940, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1140, 1170, 1190, 1500, 1510, 1520, 1530, 1550, and 1560 kilocycles.

(c) For class II stations which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on Canadian border and provided that such stations operating nighttime (i.e. sunset to sunrise at the location of the class II station) are located not less than 650 miles from the nearest Canadian border: 540, 690, 740, 860, 990, 1010,[6] and 1580 kilocycles.

(d) For class II stations which operate daytime only with power not in excess of 1 kilowatt and which will not deliver over 5 microvolts per meter ground wave at any point on the nearest Mexican border: 730, 800, 900, 1050,[7] 1200,[8] and 1570 kilocycles.

(e) For class II stations which will deliver not over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point of land in the Bahama Islands, and provided that such stations operating nighttime (i.e., sunset to sunrise at the location of the class II station) are located not less than 650 miles from the nearest point of land in the Bahama Islands: 1540 kilocycles.

§3.26 *Regional channels: Classes III-A and III-B stations.*—The following frequencies are designated as regional channels and are assigned for use by class III-A and III-B stations[9]: 550, 560,[10] 570,[10] 580, 590,[10] 600, 610, 620, 630,[10] 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270,[10] 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, and 1600 kilocycles.

§3.27 *Local channels: Class IV stations.*—The following frequencies are designated as local channels and are assigned for use by class IV stations: 1230, 1240, 1340, 1400, 1450, and 1490 kilocycles.

§3.28 *Assignment of stations to channels.*—*(a)* The individual assignments of stations to channels which may cause interference to other United States stations only shall be made in accordance with the standards of good engineering practice prescribed and published from time to time by the Commission for the respective classes of stations involved. (For determining objectionable interference see "Engineering Standards of Allocation" and "Field Intensity Measurements in Allocation," Section C.)

(b) In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country, the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.[11]

§3.29 *Class IV stations on regional channels.* No license will be granted for the operation of a Class IV station on a regional channel, provided, however, that (1) Class IV stations presently authorized to operate on regional channels will not be required to change frequency or power but will not be protected against interference from Class III stations and that (2) applications for Class IV assignments on regional channels which were on file prior to December 18, 1952 may be granted on condition that interference will not be caused to any Class III station* and that the Class IV station will be subject to such interference as it may receive from Class III stations.

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* The assignment of a Class IV station to a regional channel normally is not considered as making the best usage of the assignment and will be made only when it is shown among other things that
  (1) There are no other transmission facilities in the town or towns in the proposed service area.
  (2) There is no local channel assignment available for that area.
  (3) Adequate economic support is not available for a Class III station.
  (4) It is not practical from an engineering point of view to establish a Class III station and it would not prevent the establishment of any Class III station on that channel or an adjacent channel.

IN FM RULES . . .

§3.201 *Numerical designation of FM broadcast channels.*—For convenience, the frequencies available for FM broadcasting (including those assigned to non-commercial educational broadcasting) are given numerical designations which are shown in the table below:

[EDITOR'S NOTE: The band is 88-108 mc. Noncommercial educational FM occupies 88-92 mc. Class A commercial channels are shown in 3.203(b), below. The rest are Class B.]

§3.202 *Areas of the United States.*—For the purpose of allocation the United States is divided into two areas. The first area—Area I—includes southern New Hampshire; all of Massachusetts, Rhode Island, and Connecticut; southeastern New York as far north as Albany-Troy-Schenectady; all of New Jersey, Delaware, and the District of Columbia; Maryland as far west as Hagerstown; and eastern Pennsylvania as far west as Harrisburg.[12] The second area—Area II—comprehends the remainder of the United States not included in Area I.

(Continued on page 384)

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[3] Formal application required (Forms 301 and 302).

[4] Formal applications required. See Standards of Good Engineering Practice for number.

[5] See money required to Construct and Complete Electrical Tests of Stations of Different Classes and Powers.

[6] A station on 1010 kilocycles shall also protect a class I-B station at Havana, Cuba.

[7] See North American Regional Broadcasting Agreement for use of this channel by a station in New York (Appendix I, Table IV.)

[8] See Agreement with Mexico for further use of this channel.

[9] See section 3.29 in regard to assigning class IV stations to regional channels.

[10] See North American Regional Broadcasting Agreement for special provisions concerning the assigning of Class II stations in other countries of North America to these regional channels. Such stations shall be protected from interference in accordance with appendix II, Table I, of said Agreement.

[11] Pending action with respect to ratification and entry into force of the North American Regional Broadcasting Agreement, Washington, 1950 (referred to herein as NARBA), no assignment for a standard broadcast station will be made which would be inconsistent with the terms of that Agreement. (Remainder of footnote describes procedures to carry this out, also states that no assignments will be made conflicting with a duly notified station in nations not signatory to NARBA, i.e., Mexico and Haiti.)

[12] In some of the territory contiguous to area 1, the demand for frequencies requires that applications be given careful study and consideration to insure an equitable distribution of facilities throughout the region. This region includes the remainder of Maryland, Pennsylvania, and New York (except the northeastern corner) not included in area 1; Virginia, West Virginia, North Carolina, South Carolina, Ohio and Indiana; southern Michigan as far north as Saginaw; eastern Illinois as far west as Rockford-Decatur; and southeastern Wisconsin as far north as Sheboygan. Other regions may be added as required.

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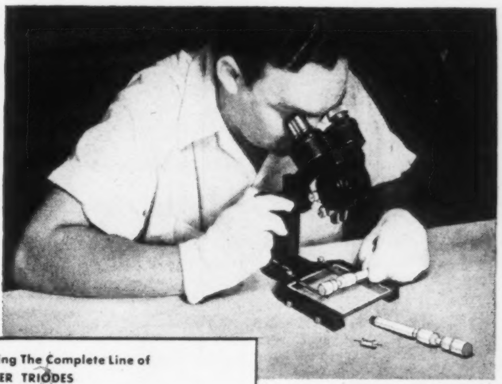

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F-6C22	UHF General Purpose	1 KW	9	2 KW	3,000 V	600 MC	6.5
F-8002	VHF General Purpose	1.2	21.5	3	3,500	150	16
F-5917	VHF Amplifier	5	20	8	4,000	110	7.5
F-328-A	General Purpose	5	16	8	8,000	3	21.5
F-328-B	General Purpose (Two Phase Filament)	5	16	8	8,000	3	21.5
F-889-A	HF General Purpose	5	21	16	8,500	50	11
F-6009	HF General Purpose	6	25	12	6,000	30	13
F-891	General Purpose	6	8.5	18	12,000	1.6	11/22
F-129-B	HF General Purpose	7.5	26	18	12,000	30	18
F-5874	Audio Amplifier	7.5	6	15	6,000		7
F-220C/320-B	General Purpose	10	40	22.5	15,000	4.0	21.5
F-343-A	General Purpose	10	40	36	18,000	4.0	21.5
F-892-A	General Purpose	10	50	30	15,000	1.6	11/22
F-5666	Industrial, HF General Purpose	12.5	21	20	10,000	22.5	11
F-893-A	General Purpose	20	36	70	20,000	5	10 per section
F-858	General Purpose	20	42	40	20,000	1.5	22
F-880	HF General Purpose	20	20	60	10,500	25	12.6
F-5658	HF General Purpose	20	20.5	60	10,500	25	12
F-5771	HF General Purpose	22.5	20	60	12,500	25	7.5
F-342-A	General Purpose	25	40	50	20,000	4.0	20
F-9C23	HF General Purpose	25	32	50	15,000	20	22
F-5512	VHF General Purpose Oscillator	25	38	80	9,000	110	6.2
F-124-A	HF General Purpose	40	42	135	20,000	20	13.6 per section
F-9C30	HF General Purpose	40	42	120	15,000	20	7.5 per section
F-125-A	Audio Amplifier	40	4.75	100	15,000		13.6 per section
F-9C28	Audio Amplifier	40	4.75	100	15,000		7.5 per section
F-895	HF General Purpose	40	37	140	17,000	6	19 per section
F-5918	HF General Purpose	60	37	300	17,500	22	28.5
F-862-A	General Purpose	100	45	200	20,000	1.6	33
F-898-A	General Purpose	100	45	200	20,000	1.6	16.5 per section
F-134	HF General Purpose	150	21	450	20,000	22	25
			AIR COOLED				
F-123-A	HF General Purpose	125 W	14.5	375 W	2,000	30 MC	10
F-127-A	HF General Purpose	200	38	950	3,000	30	10
F-204-A	General Purpose	250	23	690	2,500	3	11
F-212-E	General Purpose	275	16	700	2,000	4.5	14
F-849	General Purpose	400	19	875	2,500	3.0	11
F-450TH	HF General Purpose	450	38	3 KW	6,000	40	7.5
F-128-A	HF General Purpose	600	36	3	3,500	30	11
F-132-A	Audio Amplifier	600	10	1.8	3,500		11
F-7C26	VHF Amplifier	1 KW	17	3	3,000	150	9.0
F-8002-R	VHF General Purpose	1.2	21.5	3	3,500	120	16
F-7C23	Pulse	1.2	25		17,000	5	11.0
F-5680	Pulse	1.2	25		17,000	5	13.0
F-5680	HF General Purpose	2.5	25	12	6,000	30	13.0
F-5996	HF Industrial	2.5	25	12	6,000	30	13.0
F-7C25	HF Industrial	2.5	25	5.6	4,500	50	11
F-3X2500A3	VHF Amplifier	2.5	20	8	4,000	110	7.5
F-891-R	General Purpose	4	8.5	15	10,000	1.6	11/22
F-892-R	General Purpose	4	50	18	10,000	1.6	11/22
F-129-R	HF General Purpose	5	26	18	12,000	30	18
F-889-RA	HF General Purpose	5	21	16	8,500	25	11
F-343-AA	General Purpose	5	40	20	18,000	4	21.5
F-220CA/320BA	General Purpose	5	40	22.5	15,000	4	21.5
F-8C25	Audio Amplifier	5	6	10	5,000		7
F-5667	Industrial, HF General Purpose	7.5	21	20	10,000	22.5	11.0
F-124-R	HF General Purpose	20	42	100	20,000	20	13.6 per section
F-9C31	HF General Purpose	20	42	100	15,000	20	7.5 per section
F-9C29	Audio Amplifier	20	4.75	50	15,000		7.5 per section
F-893-AR	General Purpose	20	36	70	20,000	5	10 per section
F-895-R	General Purpose	20	37	110	17,000	6	19 per section

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XUM

FCC RULES AND REGULATIONS

(Continued from page 382)

§3.203 *Class A Stations.—(a)* A class A station is a station which operates on a class A channel and is designed to render service primarily to a community or to a city or town other than the principal city of an area, and the surrounding rural area. The coverage of a Class A station shall be not more than the equivalent[13] of 1 kilowatt effective radiated power and antenna height of 250 feet above average terrain, as determined by the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcast Stations. A Class A station will not be licensed with more than 1 kilowatt effective radiated power. The power rating of the transmitter used for a Class A station shall be not less than 250 watts nor more than 1 kilowatt. The signal intensity requirements of Section 2 of the Standards of Good Engineering Practice Concerning FM Broadcast Stations shall determine the minimum coverage of a Class A Station. Class A stations will normally be protected to the 1 mv/m contour; however, assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service.

(b) The following frequencies, except as provided in paragraph *(c)* of this section, are designated as Class A channels and are assigned for use by Class A stations:

Frequency	*Channel*	*Frequency*	*Channel*	*Frequency*	*Channel*
92.1	221	96.7	244	102.3	272
92.7	224	97.7	249	103.1	276
93.5	228	98.3	252	103.9	280
94.3	232	99.3	257	104.9	285
95.3	237	100.1	261	105.5	288
95.9	240	100.9	265	106.3	292
		101.7	269	107.1	296

These channels are available for assignment (1) in cities which are not the central city or cities of a metropolitan district, and (2) in central cities of metropolitan districts which have fewer than six Class B stations.

(c) In the Territory of Hawaii, the frequency band 98-108 mc is allocated for nonbroadcast use. The frequencies 98.1 through 107 mc, inclusive, (Channels 251 through 300 inclusive) will not be assigned in the Territory of Hawaii for use by FM broadcast stations.

§3.204 *Class B Stations.—(a)* A class B station is a station which operates on a class B channel and is designed to render service primarily to a metropolitan district or principal city and the surrounding rural area, or to rural areas removed from large centers of population. The service area of a class B station will not be protected beyond the 1 mv/m contour; however, class B assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service. Standard power ratings of transmitters used for class B stations shall be 1 kw or greater. The signal intensity requirements of Section 2 of the Standards of Good Engineering Practice Concerning FM Broadcast Stations shall determine the minimum coverage of a class B station. In the following sub-sections, antenna height above average terrain and effective radiated power are to be determined by the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcast Stations.

(1) The coverage of a Class B station in Area 1 shall be not more than the equivalent[13] of 20 kilowatts effective radiated power and antenna height of 500 feet above average terrain.[14] A class B station in Area 1 will not be licensed with an effective radiated power greater than 20 kilowatts.

(2) The coverage of a Class B station in Area II shall normally be not more than the equivalent [13] of 20 kilowatts effective radiated power and antenna height of 500 feet above average terrain.[14] The use of greater power and antenna height will be encouraged in those portions of Area II where such use would not result in undue interference to stations already authorized or to probable assignments insofar as can be determined at the time of the grant. In such case, the power, antenna height, and area will be determined on the merits of each application with particular attention being given to rural areas which would not otherwise receive service.

(b) The following frequencies are designated as Class B channels and are assigned for use by Class B stations.

[EDITOR'S NOTE: Class B channels are those channels between 92 mc and 108 mc which are not designated as Class A channels in §3.203(b).]

(c) In the Territory of Hawaii the frequency band 98-108 mc is allocated for nonbroadcast use. The frequencies 98.1 through 107.9 mc inclusive (Channels 251 through 300 inclusive) will not be assigned in the Territory of Hawaii for use by FM broadcast stations.

Multiple Ownership*

IN AM RULES . . .

§3.35 *Multiple Ownership.*—No license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled[15] by an person[16] where such station renders or will render primary service to substanial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, except upon a showing that public interest, convenience and necessity will b served through such multiple ownership situation.

IN FM RULES . . .

§3.240 *Multiple Ownership.—(a)* No person (including all persons under common control)[15] shall, directly or indirectly, own, operate, or control more than one FM broadcast station that would serve substantially the same service area as another FM broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control), shall, directly or indirectly, own, operate, or control more than one FM broadcast station, except upon a showing (1) that such ownership, operation or control would foster competition among FM broadcast stations or provide an FM broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience or necessity: *Provided, however,* That the Commission will consider the ownership, operation, or control of more than six FM broadcast stations to constitut the concentration of control of FM broadcasting facilities in a manne inconsistent with public interest, convenience, or necessity.

* [EDITOR'S NOTE: FCC had pending on Jan. 1, but had not acted upon, proposal to set seven stations as the maximum for common ownership in AM Six would remain the maximum in FM; five in TV. The proposed rule woul also extend to minority interests. In each class (AM, FM, TV) the number o stations controlled by a single person or entity would determine the number o other stations in which the same person (or any stockholder, officer or directo in the case of corporations) might have less than controlling interests. Th following table would govern. The numbers in the column "S-C" refer t stations controlled. Directly opposite each such number is shown, in the colum headed "M-I," the number of other stations in which minority interests woul be permitted.]

AM		FM		TV	
S-C	M-I	S-C	M-I	S-C	M
7	0	6	0	5	
6	1 or 2	5	1 or 2	4	1 or 2
5	3 or 4	4	3 or 4	3	3 o
4	5 or 6	3	5 or 6	2	5 or
3	7 or 8	2	7 or 8	1	7 or
2	9 or 10	1	9 or 10	0	9 or
1	11 or 12	0	11 or 12		
0	13 or 14				

Studio Location; Originations

IN AM RULES . . .

§3.30 *Station location and program origination.—(a)* Except as provided in subsection *(b)* below, each standard broadcast station will be licensed to serve primarily a particular city, town, or other political subdivison which will be specified in the station license and the station will be considered to be located in such place. Unless licensed as a synchronous amplifier transmitter, each station shall maintain a studio, which will be known as the main studio, in the place where the station is located, provided that the main studio may be located at the transmitter site whether or not the transmitter site is in the place where the station is located. A majority (computed on the basis of duration and not number) of a station's programs or in the case of a station affiliated with a network two-thirds of such station's non-network program whichever is smaller, shall originate from the main studio or from other studios or remote points situated in the place where the station is located.

(b) Stations will be licensed to serve more than one city, town, or other political subdivision only where a satisfactory showing is made that such place meets all the requirements of the Rules and Standards of Good Engineering Practice with respect to the location of main studios; that the station can and will originate a substantial number of local live programs from each suc place; and that the requirements as to origination of programs contained in subsection *(a)* above would place an unreasonable burden on the station if it were licensed to serve only one city, town, or other political subdivision. station licensed to serve more than one place shall be considered to be located in and shall maintain main studios in each such place. With respect to such station the requirements as to origination of programs contained in subsection *(a)* above shall be satisfied by the origination of programs from any or all o the main studios or from other studios and remote points situated in any or al of the places in which the main studios are located.

(c) The transmitter of each standard broadcast station shall be so locate that primary service is delivered to the borough or city in which the mai studio is located in accordance with the Standards of Good Engineering Practice, prescribed by the Commission.

§3.31 *Authority to move main studio.*—The licensee of a standard broadca station shall not move its main studio outside the borders of the boroug of city, State, district, Territory, or possession in which it is located witho first making written application[17] to the Commission for authority to so mo and securing written permission for such removal. The licensee sh promptly notify the Commission of any other change in location of the mai studio.

IN FM RULES . . .

§3.205—[EDITOR'S NOTE: In substance the same as §3.30, above, except th subsection (c) reads as follows:

"The transmitter of each FM broadcast station shall be so located that sati factory service is delivered to the city where the main studio is located accordance with the Standards of Good Engineering Practice Concerning F Broadcast Stations: Provided, however, upon special showing of need, authoriz tion may be granted to locate the transmitter so that adequate service is n rendered to this city, but in no event shall this city be beyond the 50 uv/ contour."]

(Continued on page 386)

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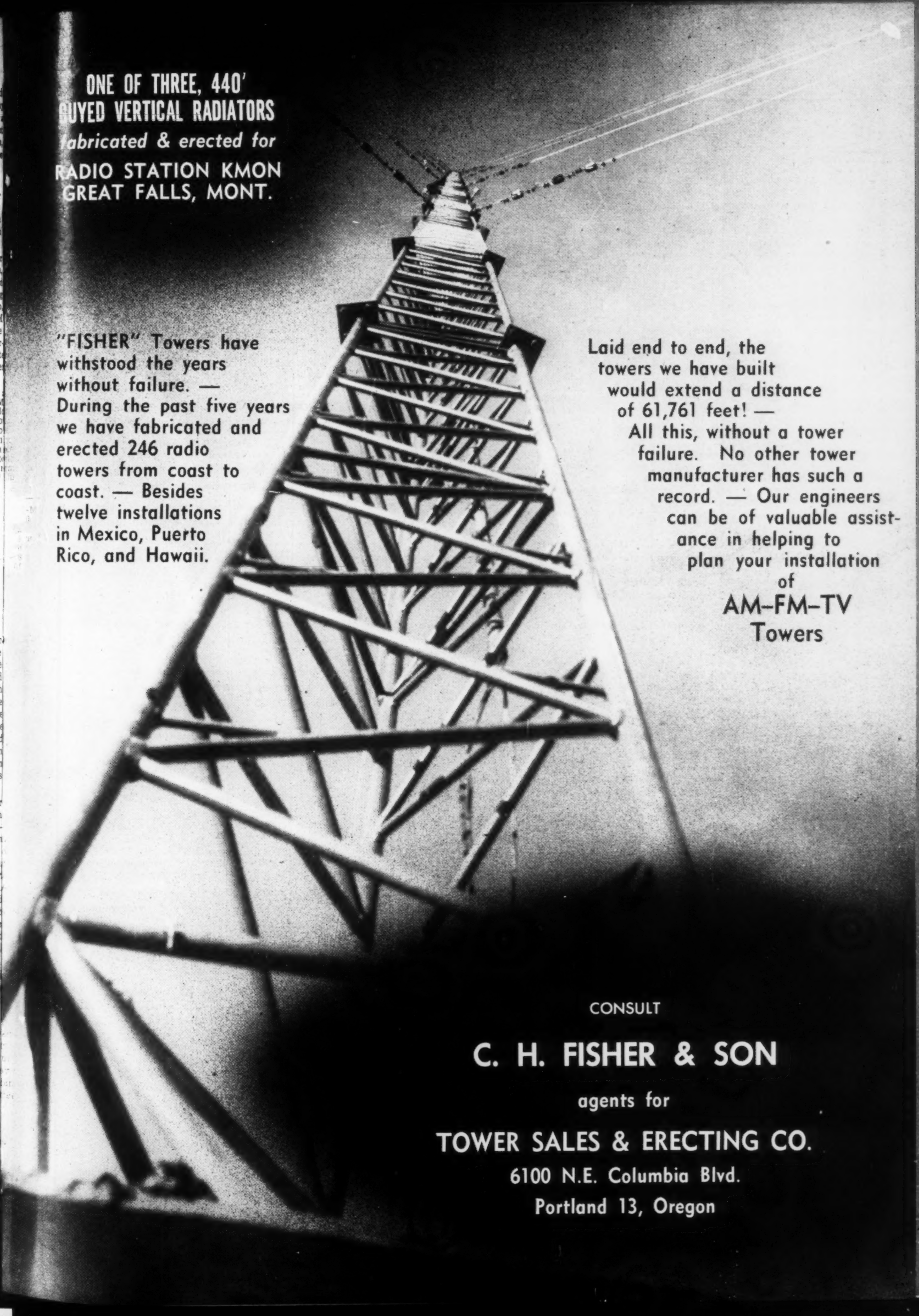
[13] For the purpose of determining equivalent coverage, the 1 mv/m contour should be used.

[14] In the determination of appropriate coverage, consideration should be given to population distribution, terrain, service from other FM stations, trade area and other economic factors. Among the recognized trade area authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Co. (Trading Areas) and Hagstrom Map Co. (Four Color Retail Trading Area Map).

[15] The word "control" as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

[16] The word "person," as used herein, includes all persons under common control.

[17] Formal application required (Form 301).



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FCC RULES AND REGULATIONS

(Continued from page 384)

Operating Schedules

FOR AM STATIONS

§3.71 *Minimum operating schedule.*—Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p. m., local standard time, and two-thirds of the total hours it is authorized to operate between 6 p. m. and midnight,, local standard time, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

§3.72 *Operation during experimental period.*—The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

§3.73 *Specified hours.*—If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to except as provided in sections 3.71 and 3.72.

§3.86 *Local standard time; license provisions.*—The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is authorized by the Commission. [EDITOR'S NOTE: See "Time; Time Changes," below.]

§3.79 *License to specify sunrise and sunset hours.*—If the licensee of a broadcast station is required to commence or cease operation of the station at the time of sunrise or sunset, the license will specify the hour of the day during each month of the license period when operation of such station will commence or cease. (See Average Sunrise and Sunset Time.)

§3.80 *Secondary station; filing of operating schedule.*—The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station (or stations) on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Commission will affix its file mark and return one copy to the licensee authorized to operate limited time, which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in section 3.77.

§3.81 *Secondary station; failure to reach agreement.*—If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

§3.82 *Departure from schedule; material violation.*—In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

Time; Time Changes

§3.83 *Local standard time.*—All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

§3.84 *Daylight saving time.*—If local time is changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight saving time, and not standard time, as long as daylight saving time is observed at such location. This provision shall govern when the time is changed by provision of law or general observance of daylight saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees; *Provided, however,* That when the license specifies average time of sunrise and sunset, local standard time shall be observed. In no event shall a station licensed for daytime only operate on regular schedule prior to local sunrise, or shall a station licensed for greater daytime power than nighttime power or for a different radiation pattern for daytime operation than for nighttime operation operate with the daytime power or radiation pattern prior to local sunrise.

§3.85 *Changes in time; agreement between licensees.*—Where the local t is not changed from standard time to daylight saving time at the location all stations sharing time on the same channel, the hours of operation of stations shall be understood to have reference to standard time, and not d light saving time, unless said licensees mutually agree upon a new sche which shall be effective only while daylight saving time is observed at location of some of these stations.

Pre-Sunrise Operation

§3.87 *Program transmission prior to local sunrise.—(a)* The provision sections 3.6, 3.8, 3.9, 3.10, 3.23, 3.79 and 3.84 shall not prevent the transmis of programs between four o'clock a.m., local standard time, and local sun of standard broadcast stations with their authorized daytime facilities, *Provi* That the provisions of this rule shall not extend to:

(1) Stations regularly sharing time during daytime hours either under l censes pursuant to which time-sharing agreements have been entered into licenses specifying hours of operation, unless time-sharing agreements have be reached covering such operation prior to local sunrise. Sections 3.74, 3.77, a 3.78 of these rules shall be applicable to such agreements.

(2) Any class II station causing interference[18] by use of its daytime faciliti within the 0.5 mv/m 50% sky wave contour of any class I station either of th United States or of any country party to the North American Regional Broadcasting Agreement, except (a) where the class I station is located east of th class II station, in which case operation may begin at local sunrise at the class I station; (b) where an agreement has been reached with the class I station t begin operation prior to local sunrise.

(3) Operation by use of its daytime facilities of any class II station on any class I-A channel not assigned to the United States under the North American Regional Broadcasting Agreement.

(b) Any station operating during such hours receiving notice from the Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commission.

(c) Nothing contained in outstanding instruments of authorization for such stations shall prohibit such operation except as herein provided.

(d) The period 4 a.m. to 6 a.m., local standard time, shall not be included in determining compliance with section 3.71 of these rules.

FOR FM STATIONS . . .

§3.261 *Time of Operation.*—All FM broadcast stations will be licensed for unlimited time operation. Until further notice a minimum of 6 hours per day of operation will be required, which shall consist of 3 hours during the period of 6 a.m. to 6 p.m., local standard time, and 3 hours during the period of 6 p.m. to midnight, local standard time. In an emergency, however, when due to causes beyond the control of the licensee, it becomes impossible to continue operation, the station may cease operation for a period not to exceed 10 days, provided that the Commission and the engineer in charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops.

[EDITOR'S NOTE: FCC had pending, but on Jan. 1 had not acted upon, a proposal to require FM stations operated in conjunction with AM stations to operate at least as many hours between 6 a.m. and midnight as the AM affiliate; in the case of FM-only stations, minimum hours during the first year of operation would be three hours between 6 a.m. and 6 p.m. and three hours between 6 p.m. and midnight; during the second year, four hours in each of the two time periods; thereafter, not less than eight hours between 6 a.m. and 6 p.m. and not less than four hours between 6 p.m. and midnight.]

§3.262 *Experimental Operation.*—The period between 1:00 a.m. and 6:00 a.m., local standard time, may be used for experimental purposes in testing and maintaining apparatus by the licensee of any FM broadcast station on its assigned frequency and not in excess of its authorized power, without specific authorization by the Commission.

Operator Requirements

IN AM RULES . . .

§3.165 *Licensed operator required.*—(a) The licensee of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the plac where the transmitting equipment is located. (See sec. 13.6, 13.7.)

(b) *Licensed operator; other duties.*—The licensed operator on duty and i charge of a standard broadcast transmitter may, at the discretion of the licensee be employed for other duties or for the operation of another radio station o stations in accordance with the class of operator's license which he holds an by the rules and regulations governing such other stations: *Provided, howeve* That such duties shall in nowise interfere with the proper operation of th standard broadcast transmitter.

[EDITOR'S NOTE: FCC has pending, but on Jan. 1 had not acted upon, proposal to relax operator requirements for standard and FM broadcast station This would permit AM and FM stations operating non-directionally with transmitter powers of 10 kw or less to operate by remote control or with restricte operators.]

(Continued on page 388)

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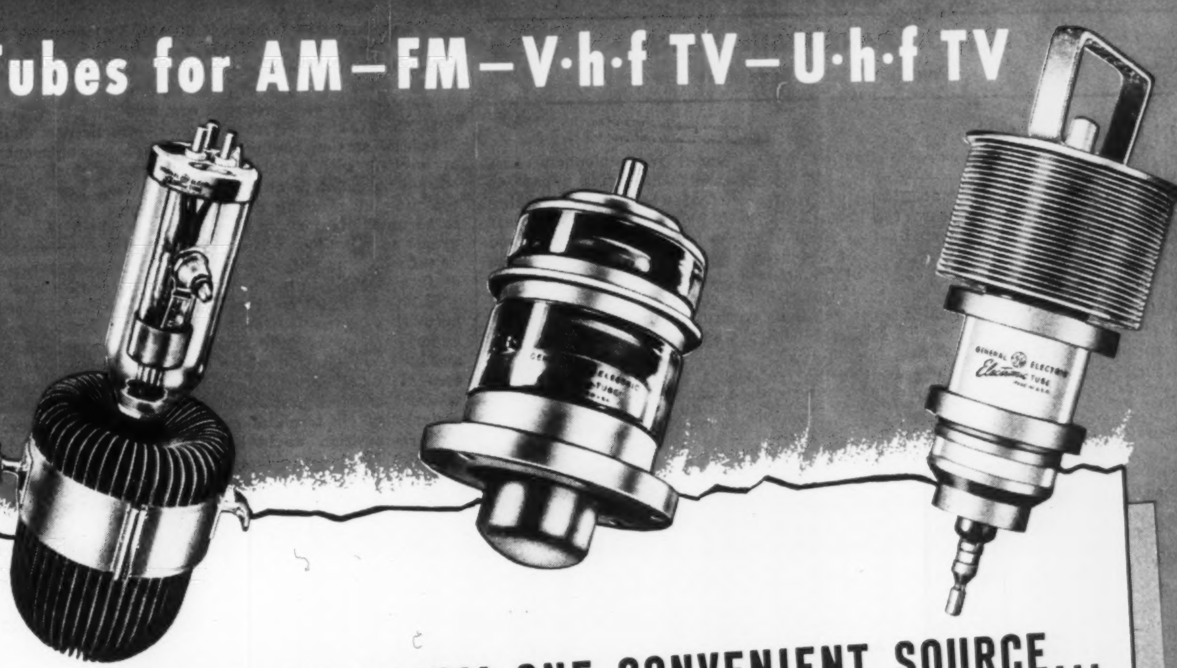
[18] As determined by the Standards of Good Engineering Practice Governing Standard Broadcast Stations and the North American Regional Broadcasting Agreement.

XUM

Tubes for AM—FM—V·h·f TV—U·h·f TV



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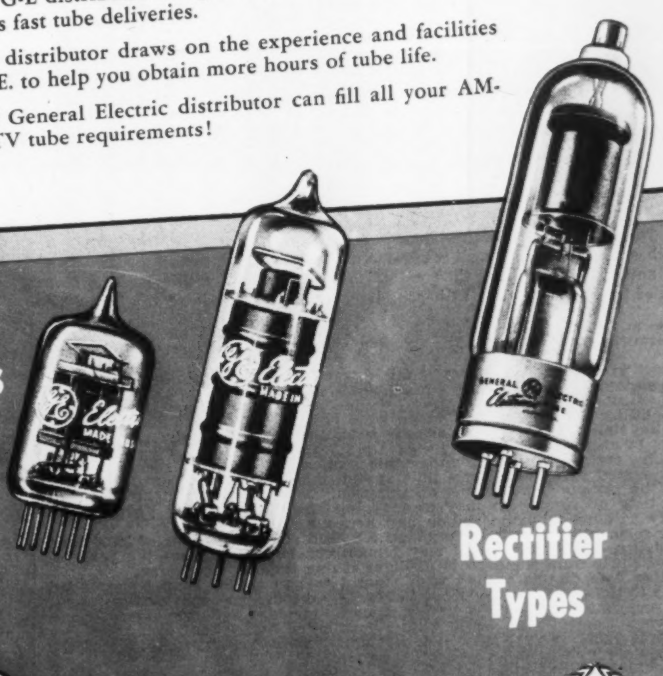

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FCC RULES AND REGULATIONS

(Continued from page 386)

IN FM RULES . . .

§3.265 *Operator requirements.*—One or more licensed radio-telephone first class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated. The original license (or Form FCC No. 759) of each FM broadcast station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of an FM broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in nowise interfere with the operation of the broadcast transmitter.

[EDITOR'S NOTE: FCC has pending, but on Jan. 1 had not acted upon, a proposal to relax operator requirements for standard and FM broadcast stations. This would permit AM and FM stations operating non-directionally with transmitter powers of 10 kw or less to operate by remote control or with restricted operators.]

Facsimile

§3.266 *Facsimile broadcasting and multiplex transmission.*—(a) FM broadcast stations may transmit simplex facsimile in accordance with transmission standards set forth in the Standards of Good Engineering Practice Concerning FM Broadcast Stations during periods not devoted to FM aural broadcasting. Such transmissions may not exceed one hour during the period between 7 a.m. and midnight (no limit for the hours between midnight and 7 a.m.) and may not be counted toward the minimum operation required by Sec. 3.261. The Commission shall be notified by the licensee of the FM broadcast station of its intent to transmit such facsimile.

(b) FM broadcast stations may, upon securing authorization from the Commission, transmit multiplex facsimile in accordance with transmission standards set forth in the Standards of Good Engineering Practice Concerning FM Broadcast Stations; *Provided* that the transmission of such facsimile does not reduce the quality of aural programs simultaneously transmitted by the licensee below that required by the Standards of Good Engineering Practice Concerning FM Broadcast Stations and that no degradation of such aural programs will result from such facsimile transmissions when received on FM receivers not equipped with filter or other additional equipment.

Network Affiliation

IN AM RULES . . .

§3.101 *Exclusive affiliation of station.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, expressed or implied, with a network organization[19] under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

§3.102 *Territorial exclusivity.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This section shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

§3.103 *Term of affiliation.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided,* That a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

§3.104 *Option time.*—No license shall be granted to a standard broadcast station which options[20] for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours[21] within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.[22] Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

§3.105 *Right to reject programs.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which *(a)*, with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which *(b)*, with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

§3.106 *Network ownership of stations.*[23]—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control[24] with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

§3.107 *Dual network operation.*—No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network *Provided,* That this section shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

§3.108 *Control by networks of station rates.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

IN FM RULES . . .

§3.231-3.238, inclusive—

[EDITOR'S NOTE: Same as §3.101-3.108, above, with the following exceptions: (1) references are to FM rather than standard stations and networks; and (2) the section on "Network Ownership of Stations" is changed to read as follows:

§3.236 *Network ownership of stations.*—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control[25] of a network organization, for an FM broadcast station in any locality where the existing FM broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.]

Reports to be Filed[26]

ALL BROADCAST STATIONS . . .

§1.341 *Financial report, broadcast licensees and permittees.*—(a) Each licensee of a broadcast station (standard, FM, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before April 1 of each year on Form 324, together with supporting schedules, a balance sheet showing its financial condition as of December 31 of the preceding calendar year and an income statement for said calendar year.

(b) Each licensee of a broadcast station (standard, FM, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before Feb. 1 of each year on Form 324A an estimate of the station's total broadcast revenues and total broadcast expenses for the preceding calendar year.

§1.342 *Filing of contracts.*—Each licensee or permittee of a broadcast station (standard, FM, television, and international) shall file with the Commission within 30 days of execution thereof verified copies of all documents, instruments, contracts (the substance of oral contracts or understandings shall be reported in writing) together with amendments, supplements, and changes therein and cancellations thereof relating to ownership, management or control of licensee or permittee of station, or of any of licensee's or permittee's stock, rights or interests therein; the use, management, or operation of licensed facilities; and agreements relating to network service, transcription service or bulk time sales (amounting to two hours or more per day); including but not limited to: (a) Articles of partnership, association, or incorporation; (b) By-laws affecting character of organization, control, number or powers of its officers or directors, the classification or voting rights of any stock; (c) Any document, instrument, or contract relating to or affecting ownership of licensee or permittee, rights or interests therein, its stock or voting rights thereto; (d) Management contracts, network contracts, transcription network contracts, and time sales to brokers.

§1.343 *Ownership reports, broadcast licensees and permittees.*—(a) The licensee or permittee of each broadcast station (standard, FM, television, and international) shall file on or before April 1 of each year an ownership report (FCC Form 323) giving the following information as of December 31 of the preceding calendar year.

(1) In the case of an individual, the name of such individual.
(2) In the case of a partnership, the names of the partners and the interests of each partner.[27]
(3) In the case of a corporation or association: (i) Capitalization, with a description of the classes and voting power of stock authorized and the shares of each class issued and outstanding; (ii) the name, residence, citizenship, and stockholdings of officers and directors, and stockholders; (iii) full information with respect to the interest and identity of any person whether or not a stockholder of record, having any interest, direct or indirect, in the licensee or permittee or any of its stock.

FOR EXAMPLE:

(a) Where A is the beneficial owner or votes stock held by B, the same

(Continued on page 390)

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[19] The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

[20] As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[21] All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

[22] These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

[23] Effective date of this section with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; and it shall be suspended indefinitely with respect to regional network organizations.

[24] The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

[25] See footnote 24, above.

[26] EDITOR'S NOTE: Regarding reports filed in compliance with these sections, §0.206(c) provides, in part: "The information filed under §1.341 and network and transcription contracts filed pursuant to §1.342 shall not be open to public inspection."

[27] Any change in partners or in their rights will require prior consent of the Commission upon an application for consent to assignment of license.

THE FACTS

about the sensational

CUB CORDER

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Perfect for mobile recording anywhere. The operation of the Cub Corder is controlled by the microphone. You slide the switch to start and slide the same switch to stop. Microphone is used for both recording and play back (listening).

Powered by one rechargeable, non-spill storage battery and one long-lasting dry cell, the Cub Corder is the easiest to operate of all portables. Simple, sturdy construction assures quick maintenance and rugged dependability.

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POWER SUPPLY

4-volt non-spill storage battery.
Will operate motor and amplifier for 2 hours without recharging; has total life of 450 hours.
67½ volt "B" cell #467 or equivalent
Minimum life 50 hours.

OUTPUT AND INPUT

High impedance for microphone, earphones or external amplifier.

FREQUENCY RESPONSE

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RECORDING SPEEDS

3¾" and 7½" per sec. or 1⅞" and 3¾" per sec. Speed change accomplished by use of capstan adaptor. Precision, ball bearing motor with electrical governor.

RE-WIND AND FAST FORWARD

37" per second. Reels must be reversed on reel spindles for power re-winding. Manual re-wind with reel pin.

RECORDING

Single track (for broadcast use) and dual track (long-playing) models. Employs 5" reel of "A" tape (¼" x 600 ft.) Tri-purpose head for erase, record, playback.

PLAYBACK

Playback through microphone. Loud speaker power amplifier can also be used.

STANDARD EQUIPMENT

Microphone, capstan adaptor (for tape speed change), battery charging cable (to charge storage battery from auto cigarette lighter outlet), battery syringe, leather shoulder strap, reel of tape, empty take-up reel, manual re-wind pin, 67½ v "B" battery, 4 v storage battery.

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Cub Corder B-13		X	X	X	
Cub Corder C-37	X	X			X
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FCC RULES AND REGULATIONS

(Continued from page 388)

information should be furnished for A as is required for B.

(b) Where X corporation controls the licensee or permittee, or holds 25% or more of the stock of the licensee or permittee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee or permittee, together with full information as to the identity and citizenship of the person authorized to vote license's or permittee's stock.

(c) The same information should be furnished as to Y corporation if it controls X corporation or holds 25% or more of the stock of X, and as to Z corporation if it controls Y corporation or holds 25% or more of the stock of Y and so on back to natural persons.

(d) Full information as to family relationship or business association between two or more officials and/or stockholders.

(4) In the case of all licensees or permittees: (i) a list of all contracts still in effect required to be filed with the Commission by Section 1.342 showing the date of execution and expiration of each contract: (ii) any interest which the licensee may have in any other broadcast station.

(b) A supplemental ownership report (FCC Form 323) shall be filed by each licensee or permittee within 30 days after any change occurs in the information required by the ownership report (the application or construction permit in the case of a permittee who has not filed an ownership report) from that previously reported. Such report shall include without limitation:

(1) Any change in capitalization or organization.

(2) Any change in officers and directors or in operating personnel determining program policy.

(3) Any transaction affecting the ownership, direct or indirect, or voting rights of licensee's or permittee's stock, such as (i) a transfer of stock (ii) issuance of new stock or disposition of treasury stock, (iii) acquisition of licensee's or permittee's stock by the issuing corporation.

(4) Any change in the officers, directors or stockholders of a corporation other than the licensee or permittee such as X, Y or Z Corporation described in the example above; *provided, however,* that in the case of a change in the officers, directors or stockholders of a corporation other than the licensee or permittee (such as X, Y or Z corporation described in the example above), such change need not be reported in the supplemental report unless that corporation directly or indirectly owns 25% or more of the voting stock in the licensee or permittee.[28]

(c) *Exceptions.* Where information is required under paragraphs (a) or (b) of this section with respect to a corporation having more than 50 stockholders, such information need be filed only with respect to stockholders who are officers or directors of the corporation, or of other stockholders who have 1% or more of the stock of the corporation.

§1.344 *Definitions of terms used in Sections 1.341-1.343*—As used in Sections 1.341-1.343:

(a) "Stock" shall include any interest, legal or beneficial in, or right or privilege in connection with stock.

(b) "Officer" or "director" shall include the comparable officials in unincorporated associations.

(c) "Contract" shall include any agreement (including, without limitation, an option, trust, or pledge) or any modification thereof, express or implied, oral or written.

License Renewals

GENERAL . . .

§1.320 *Application for renewal of license; broadcast and non-broadcast.*—(a) Unless otherwise directed by the Commission, each application for renewal of license of a Standard Broadcast, FM Broadcast and Television Broadcast Station and an Auxiliary Broadcast Station (Remote Pickup Broadcast, Broadcast STL, Television Pickup, Television STL and Television Inter-city Relay) shall be filed at least 90 days prior to the expiration date of the license sought to be removed; and each application for renewal of license of a nonbroadcast station shall be filed at least 60[29] days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a broadcast station will be considered unless there is on file with the Commission the information currently required by Sections 1.341-1.344, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

(c) The following application forms should be used:

[EDITOR'S NOTE: There follows a list of forms to be used in filing for license renewals.]

IN AM RULES . . .

§3.34 *Normal license period.*—(a) All standard broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3 a.m., Eastern Standard Time, in accordance with the following schedule, and at three-year intervals thereafter:

[EDITOR'S NOTE: Expiration dates for licenses began Aug. 1, 1951 for stations in Delaware and Pennsylvania, are listed chronologically thereafter for stations in groups of other states down to June 1, 1954 for stations in New Jersey and New York.]

IN FM RULES . . .

Commercial Stations

§3.128 *Normal license period*—(a) All FM broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3:00 a.m. Eastern Standard Time, in accordance with the following schedule and at three-year intervals thereafter:

[EDITOR'S NOTE: Expiration dates for licenses began Aug. 1, 1951 for stations in Delaware and Pennsylvania, are listed chronologically thereafter for stations in groups of other states down to June 1, 1954 for stations in New Jersey and New York.]

Station Identification

IN AM RULES . . .

§3.187 *Station identification.*—(a) A licensee of a standard broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: *Provided,*

(b) Such identification announcement need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, operatic production or forum of longer duration than 30 minutes. In such cases the identification announcement shall be made at the beginning of the program, at the first interruption of the entertainment continuity, and at the conclusion of the program.

(c) Such identification announcement need not be made on the half hour or quarter hours when to make such an announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of the program, *Provided,* That an announcement within 5 minutes of the times specified in subdivision (2) or paragraph (a) of this section will satisfy the requirements of identification announcements.

(d) In the case of variety show programs, baseball game broadcasts, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(e) In the case of all other programs the identification announcement shall be made within 2 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(f) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby, except as otherwise provided in §3.287 of the Commission's Rules Governing FM Broadcast Stations.

IN FM RULES . . .

§3.287 *Station identification.*—(a) A licensee of an FM broadcast station shall make separate station identification announcement (call letters and location) for such station, *Provided, however,* that if the same licensee operates an FM radio broadcasting station and a standard broadcast station and simultaneously broadcasts the same programs over the facilities of both such stations, station identification announcements may be made jointly for both stations for periods of such simultaneous operation. If the call letters of the FM station do not clearly reveal that it is an FM station, the joint announcement shall state that one of the stations is an FM station. Station identification announcement shall be made at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: *Provided:*

[EDITOR'S NOTE: Remainder is identical with paragraphs (b), (c), (d), (e), and (f) of §3.187 above.]

Sponsored Programs

(Announcement of)

IN AM RULES . . .

§3.189 *Sponsored programs, announcement of.*—(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received

(Continued on page 392)

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[28] Before any change is made in the organization, capitalization, officers, directors, or stockholders of a corporation other than licensee or permittee, which results in a change in the control of the licensee or permittee, prior Commission consent must be received under Sec. 310(b) of the Communications Act.

[29] The 60-day requirement does not apply to Amateurs.

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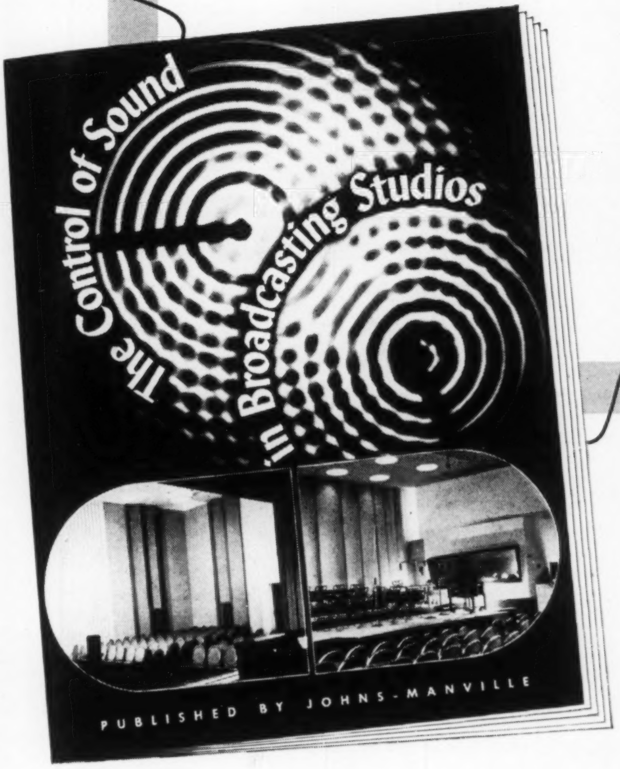
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FCC RULES AND REGULATIONS

(Continued from page 390)

by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program: *Provided, however,* That only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or the conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carryng the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

IN FM RULES . . .

§3.289. [EDITOR'S NOTE: Identical with §3.189 above.]

[EDITOR'S NOTE: In a statement issued in 1950, the FCC warned that the sponsor or his product must be identified by a distinctive name and not by one merely descriptive of the type of business or product. The following are acceptable, the Commission said: "Henry Smith offers you. . . ," or "Smith Stove Co. offers you. . . ," or Ajax Pens bring you. . . ," The following are not acceptable: "Write to the Comb Man. . . ," or "Send your money to Nylons, Box— . . . ," or "This program is sponsored by your Sink Man. . . ."]

Recordings and Transcriptions

(Identification of)

IN AM RULES . . .

§3.188 *Mechanical records.*[30]—Each program broadcast which consists in whole or in part of one or more mechanical reproductions shall be announced in the manner and to the extent set out below.

(a) Each such program of longer duration than 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval and at the conclusion of the program; *Provided, however,* that the identifying announcement at each 30-minute interval is not required in case of a mechanical reproduction consisting of a continuous uninterrupted speech, play, religious service, symphony concert or operatic production of longer than 30 minutes.

(b) Each such program of a longer duration than 5 minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) Each such program of five minutes or less, consisting in whole or in part of mechanical reproductions shall be identified by appropriate announcement immediately preceding the use thereof; *Provided, however,* that each such program of one minute or less need not be announced as such.

(d) In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

(e) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

IN FM RULES . . .

§3.288—[EDITOR'S NOTE: Identical with §3.188, above.]

Political Broadcasts

FOR AM AND FM[31]

§3.190. *Definitions.*—(a) A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(1) has qualified for a place on the ballot or

(2) is eligible under the applicable law to be voted by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

(b) *General requirements.*—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities. *Provided,* That such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) *Rates and practices.*—The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilites, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) *Records; inspections.*—Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

Rebroadcasts

IN AM RULES . . .

§3.191 *Rebroadcast.—(a)* The term "rebroadcast" means reception by radio of the program[32] of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.[33]

(b) The licensee of a standard broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard or high frequency broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies

(Continued on page 394)

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[30] During the annual periods in which Daylight Saving Time will be effective, the requirements of this section are waived with respect to network programs transcribed and rebroadcast one hour later because of the time differential resulting from the adoption of Daylight Saving Time in some areas, this waiver being applicable whether the off-the-line recording is made by the network itself at one of its key stations or by an individual station, but only when the off-the-line recording is for broadcast one hour later by those stations which operate on standard time. Furthermore, each station which broadcasts network programs one hour later in accordance with this waiver shall make an appropriate announcement at least once each day between the hours of 10 a.m. and 10 p.m., stating that some or all of the network programs which are broadcast by that station are delayed broadcasts by means of transcription, and indicating whether the transcriptions have been made by the network or the individual station. A network organization or individual station taking advantage of this waiver should so advise the Commission.

[31] Sec. 3.190, reprinted here, is from AM rules. In FM it is 3.290.

[32] As used in Sec. 3.191, program includes any complete program or part thereof, or any signals if other than A-3 emission.

[33] In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.

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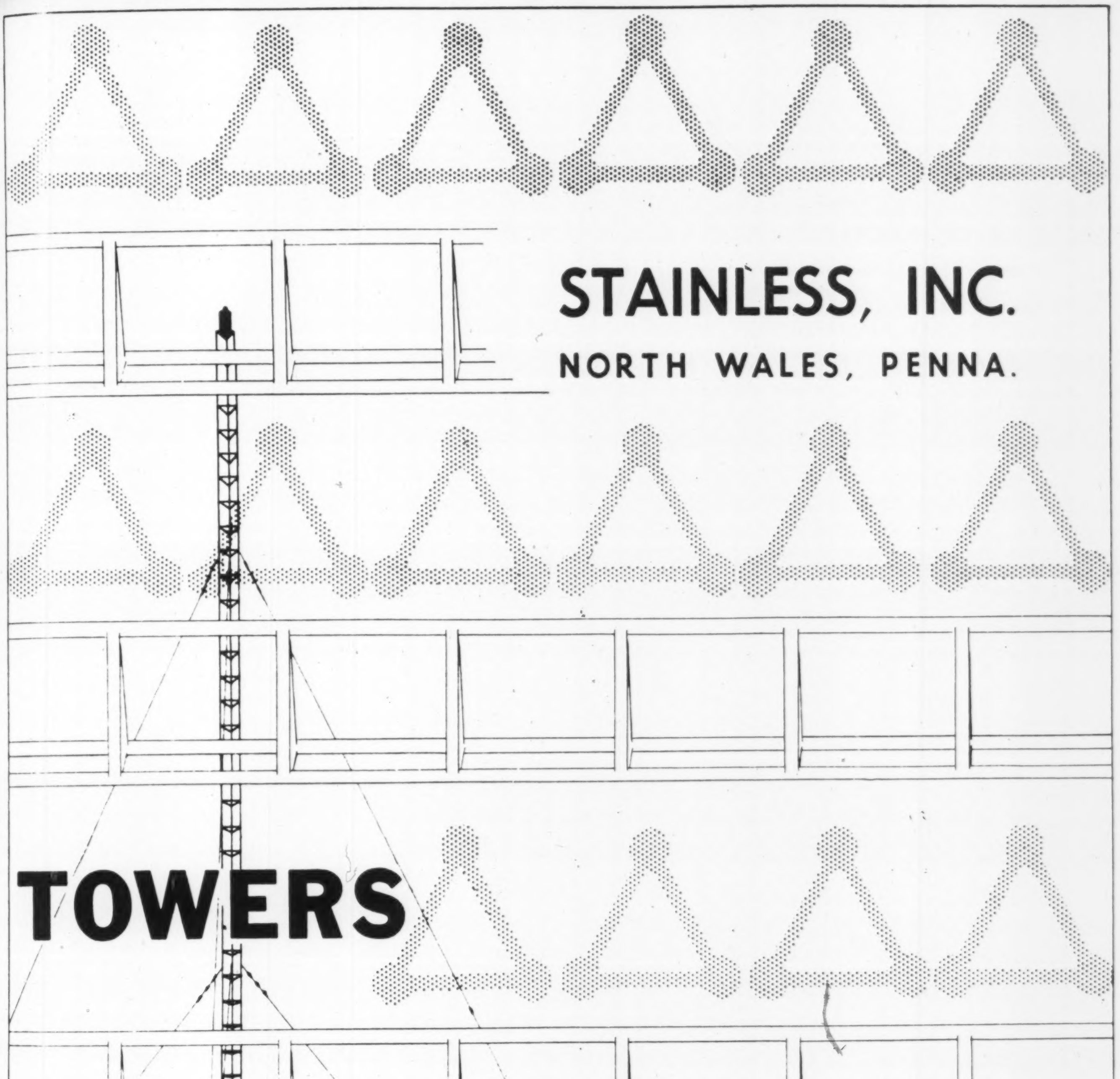

STAINLESS, INC.
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TOWERS

XUM

FCC RULES AND REGULATIONS

(Continued from page 392)

that express authority has been received from the licensee of the station originating the program.[34]

(c) (1) The licensee of a standard broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a noncommercial basis a noncommercial program of a United States international broadcast station.

(2) The licensee of a standard broadcast station located in any territory or insular possession of the United States may, without further authority of the Commission, rebroadcast any program of a United States international broadcast station.

(3) In the case of any rebroadcast under the provisions of this paragraph *(c)*, the Commission shall be notified of the call letters of each station whose programs are rebroadcast and the licensee shall certify that express authority has been received from the licensee of the station originating the program.

(d) No licensee of a standard or high frequency broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program.[35 36 37]

(e) In case of a program rebroadcast by several standard broadcast stations, such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of the station originating the program.

Attention is directed to section 325*(b)* of the Communications Act of 1934, which reads as follows:

No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there, having a power output of sufficient intensity, and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.[38]

IN FM RULES . . .

§3.291—[EDITOR'S NOTE: Identical in terms with §3.191, above, with two exceptions: Paragraph (e) of §3.191 is deleted in §3.291, and Paragraph (b) relates to rebroadcasts of programs of U.S. "standard, FM or noncommercial educational" stations.]

Revocations, Modifications, Suspensions

OF STATION LICENSES (ALL CLASSES)

§1.401 *Notice of violations.*—Any licensee who appears to have violated any provision of the Communications Act of 1934 or of the Rules and Regulations of the Federal Communications Commission, shall be served with a notice calling the facts to his attention and requesting a statement concerning the matter. Within three days from receipt of such notice or such other period as may be specified, the licensee shall send a written answer direct to the office of the Commission originating the official notice. If an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to violations that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, have been taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission such identification shall be given as will permit ready identification thereof. If the notice of violation relates to lack of attention to or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

§1.402 *Revocation of licenses.*—Whenever it appears that grounds exist for revocation of license, as provided in Section 312(a) of the Act, the Bureau of Law after conferring with the other bureaus of the Commission prepares a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that a revocation proceeding should be instituted, an order of revocation will be issued effective not less than 15 days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within 15 days after receipt of said order. Upon the filing of such written request for hearing by said licensee, the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the station is located.

§1.403 *Modification of licenses.*—Whenever it appears that public interest, convenience, and necessity would be served, or the provisions of the Communications Act, or if any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license, the Bureaus of Law and Engineering after conferring with the other bureaus prepare a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that proceedings should be instituted, an order will be issued to show cause why such construction permit or license should not be modified. Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is desired, to appear at a place and time therein named to show cause why the proposed modification should not be made and the order of modification issued. If the licensee against whom the order to show cause is directed does not appear at the time and the place provided in said order, a final order of modification shall issue forthwith.

OF OPERATOR LICENSES . . .

§1.404 *Suspension of operator licenses.*—Whenever it appears that grounds exist for suspension of an operator license, as provided in Section 303(m) of the Act, the Chief of the Safety and Special Radio Services Bureau, with respect to amateur operator licenses, or the Chief of the Field Engineering and Monitoring Bureau, with respect to commercial operator licenses, pursuant to authority delegated by the Commission, issues an order suspending the operator license. No order of suspension of any operator's license shall take effect until 15 days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee, who may make written application to the Commission at any time within said 15 days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have 15 days in which to mail the said application. In the event that physical conditions prevent mailing of the application before the expiration of the 15-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be designated for hearing by the Chief, Safety and Special Radio Services Bureau or the Chief, Field Engineering and Monitoring Bureau, as the case may be, pursuant to authority delegated by the Commission, and said order of suspension shall be held in abeyance until the conclusion of the hearing, which shall be conducted under such rules as the Commission shall deem appropriate. Upon the conclusion of said hearing, the Commission may affirm, modify, or revoke said order of suspension. If the license is ordered suspended, the operator shall send his operator license to the office of the Commission in Washington, D. C., on or before the effective date of the order, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

Lotteries

FOR ALL STATIONS . . .

§3.192[39] *Lotteries and Give-Away Programs.*—(a) An application for construction permit, license, renewal of license, or any other authorization for the operation of a broadcast station, will not be granted where the applicant proposes to follow or continue to follow a policy or practice of broadcasting or permitting "the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes." (See U.S.C. §1304.)

(b) The determination whether a particular program comes within the provisions of subsection (a) depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of subsection (a) if in connection with such program a prize consistng of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize:

(1) such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question; or

(2) such winner or winners are required to be listening to or viewing the program in question on a radio or television receiver; or

(3) such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the radio station on a previous program will be considered as an aid in answering the question correctly; or

(4) such winner or winners are required to answer the phone in a prescribed manner or with a prescribed phrase, or are required to write a letter in a prescribed manner or containing a prescribed phrase, if the prescribed manner of answering the phone or writing the letter or the prescribed phrase to be used over the phone or in the letter (or an aid in ascertaining the prescribed phrase

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[34] The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

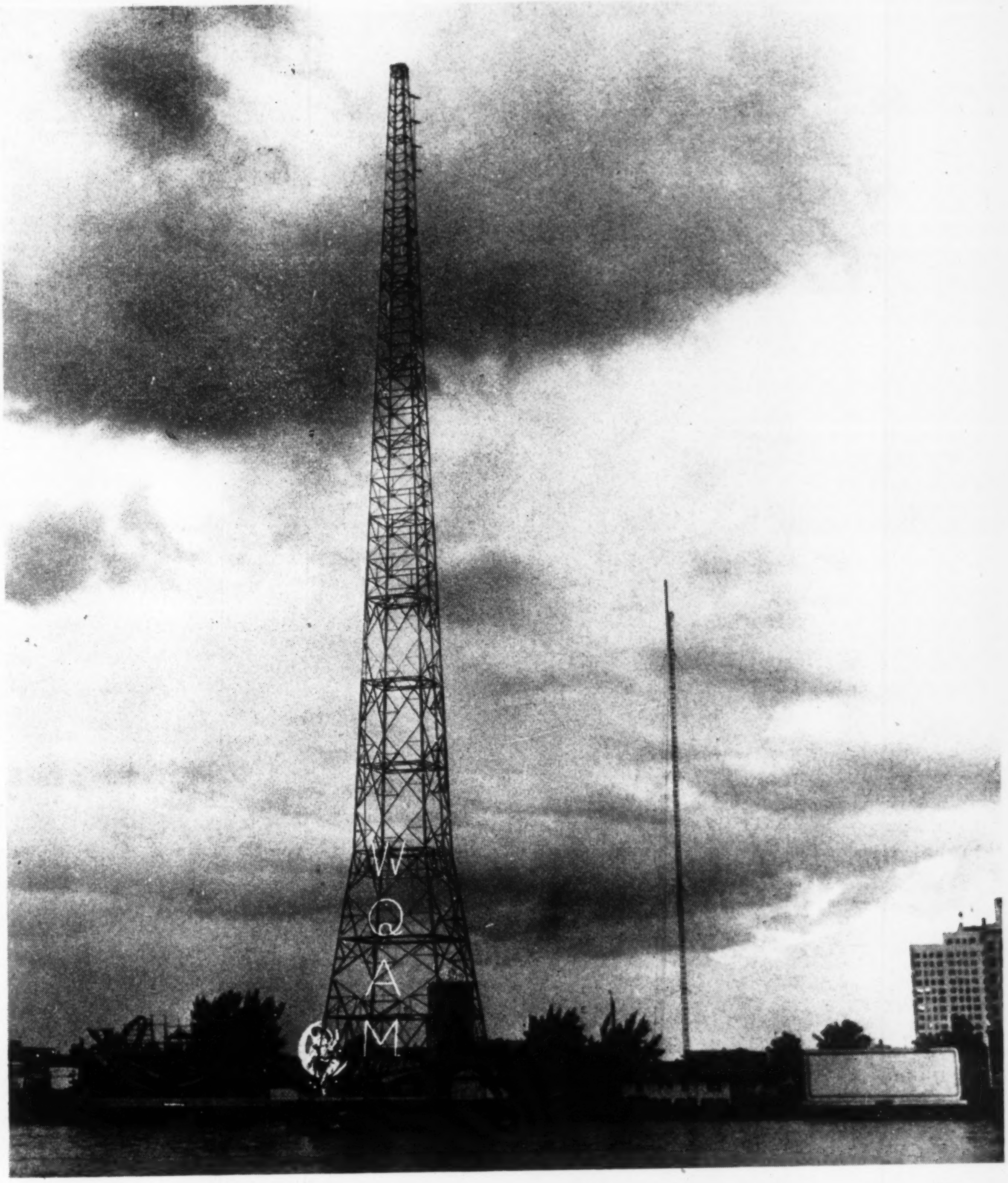
[35] The broadcasting of a program relayed by a remote pickup broadcast station (Sec. 4.401) is not considered a rebroadcast.

[36] Informal application may be employed.

[37] By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, Section 3.191 (d) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by U. S. Government radio stations.

[38] Formal application required. See Standards of Good Engineering Practice for form number.

[39] Effective date of the lottery rules was postponed by FCC until current court tests of their legality have been completed. The same is true of §3.292 (FM) which is identical to §3.192, reprinted here.



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FCC RULES AND REGULATIONS

(Continued from page 394)

or the prescribed manner of answering the phone or writing the letter) is, or has been, broadcast over the station in question.

§1304 (of U. S. Criminal Code) *Broadcasting Lottery Information.*—Whoever broadcasts by means of any radio station for which a license is required by any law of the U. S., or whoever, operating any such station, knowingly permits the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise or scheme, whether said list contains any part or all of such prizes, shall be fined not more than $1,000 or imprisoned not more than one year, or both.

Each day's broadcasting shall constitute a separate offense.

Censorship

FOR ALL STATIONS . . .

§326 (of Communications Act.)—Nothing in this Act shall be understood to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

Indecent Language

§1464 (of U. S. Criminal Code) *Broadcasting Obscene Language.*—Whoever utters any obscene, indecent, or profane language by means of radio communication shall be fined not more than $10,000 or imprisoned not more than two years, or both.

Transfers and Assignments

VOLUNTARY . . .

§1.321 *Application for voluntary assignment or transfer of control; broadcast.*—(a) Applications for consent to the assignment of construction permit or license for an AM, FM, television or other broadcast station or for consent to the transfer of control of a corporation holding such a construction permit or license shall be filed with the Commission on FCC Form No. 314 (Assignment of License), FCC Form No. 315 (Transfer of Control), or FCC Form No. 316 (Short Form). Such applications shall be filed with the Commission at least 60 days prior to contemplated effective date of assignment or transfer of control.

(b) *Pro forma* assignment or transfer applications shall be filed on FCC Form 316. Such cases are defined as cases in which:

(1) There is an assignment from an individual or individuals (including partnerships) to a corporation owned and controlled by such individuals or partnerships without any substantial change in their relative interests;

(2) There is an assignment from a corporation to its individual stockholders without effecting any substantial change in the disposition of their interests;

(3) There is an assignment or transfer by which certain partners or stockholders retire but no new ones are brought in, provided that the interest transferred is not a controlling one;

(4) There is a corporate reorganization which involves no substantial change in the beneficial ownership of the corporation;

(5) There is an involuntary transfer to an executor, administrator or other court appointed officer caused by death or legal disability except that this form does not cover assignments (or transfers) from the executor, administrator or other court appointed officers to the ultimate beneficiary;

(6) There is an assignment or transfer from a corporation to a wholly owned subsidiary thereof or vice versa, or where there is an assignment from a corporation to a corporation owned or controlled by the assignor stockholders without substantial change in their interests;

(7) There is an assignment of *less* than a controlling interest in a partnership.

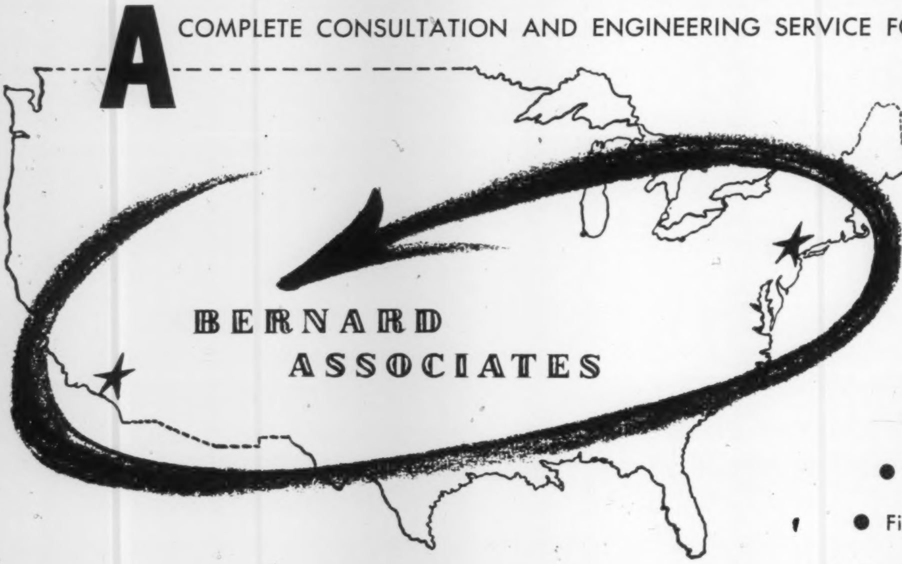
[EDITOR'S NOTE: In a statement issued by the FCC in 1948, licensees were warned that no transfers of station control are permitted until *after* Commission approved. The FCC also asked that licensees who are in doubt whether a transfer application is necessary bring ownership changes to the attention of the Commission to determine whether they are changes in control before consummating the transaction.]

INVOLUNTARY TRANSFERS AND ASSIGNMENTS

§1.323 *Application for involuntary assignment or transfer of control; broadcast and non-broadcast.*—In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(a) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(b) within thirty days after the occurrence of such death or legal disability (except in the case of a ship or amateur station), application shall be filed for consent to involuntary assignment of such permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved. The procedure and forms to be followed are the same as those specified in Sections 1.321 and 1.322. In the case of ship and amateur stations, involuntary assignment of licenses will not be made; such licenses shall be surrendered for cancellation upon the death or legal disability of the licensee.



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Department of State, Voice of America Broadcasts

INTERNATIONAL INFORMATION ADMINISTRATION

Headquarters: 1778 Pennsylvania Ave., N.W. Tel.: Republic 5600.

Administrator: Dr. Wilson Compton.

INTERNATIONAL BROADCASTING SERVICES

New York Headquarters: 251 W. 57th St., New York 19, N. Y. Tel.: Judson 6-2000.

Washington Headquarters: 1778 Pennsylvania Ave., N.W. Tel.: Republic 5600, Extension 3634-3738. (For complete listing of executive personnel of Department of State, see U. S. Government Agencies Dealing with Broadcasting.)

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John F. Hogan, *Chief, Washington Programming*

VOICE OF AMERICA FACT SHEET

Through the medium of radio, the Voice of America works for the attainment of the foreign policy objectives of the United States by presenting a true picture of American aims, by creating psychological strength and resistance to Soviet imperialism, by counteracting anti-American slanders and by exposing the fraud of international communism. In the words of Public Law 402, its purpose is "to promote the better understanding of the United States among the peoples of the world and to strengthen international relations."

Radio is the fastest, most effective day-by-day medium for achieving this objective; it speaks directly to people abroad, instantaneously surmounting barriers of distance, censorship, illiteracy, foreign exchange, paper shortages and tariffs.

More than 125 programs, ranging from 15 minutes to one hour and amounting to approximately 49 program hours and about 365,000 words, are broadcast daily in 46 language services as follows:

Europe

	Hrs:Mins
Albanian	: 15
Armenian*	: 30
Azerbaijani*	: 15
German to Austria	: 45
Bulgarian	: 45
Czech and Slovak	1 : 15
English	4 : 15
Estonian* **	: 45
Finnish	: 30
French	1 : 00
Georgian*	: 30
German to Germany	1 : 45
Hungarian**	1 : 30
Italian	1 : 25
Latvian*	: 30
Lithuanian* **	: 45
Polish**	1 : 45
Portuguese	: 30
Rumanian	1 : 00
Russian* **	2 : 15
Serbo-Croat	1 : 15
Slovene	: 15
Spanish	: 45
Tatar*	: 15
Turkestani*	: 15
Ukrainian*	1 : 00
	25 : 55

Far East

	Hrs:Mins
Amoy	: 30
Burmese	: 15
Cantonese	1 : 30
English	2 : 45
Hindi	: 30
Indonesian	: 30
Japanese	: 30
Korean	1 : 15
Malayan	: 15
Mandarin	3 : 00
Russian*	: 30
Swatow	: 30
Thai	: 30
Urdu	: 30
Vietnamese	: 30
	13 : 30

Near East

	Hrs:Mins
Arabic	1 : 00
English	1 : 00
Greek	: 30
Hebrew	: 30
Persian	1 : 30
Turkish	1 : 00
	5 : 30

Latin America

	Hrs:Mins
English	1 : 15
Portuguese	: 45
Spanish	2 : 25
	4 : 25

TOTAL TO ALL AREAS
49 hrs. 20 mins.

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* NOTE: VOA broadcasts 7 hrs. and 30 mins. daily to the USSR and Soviet-controlled areas in Russian, Ukrainian, Armenian, Azerbaijani, Georgian, Tatar, Turkestani, Estonian, Latvian and Lithuanian. These programs, as well as those beamed to the satellites, are recorded at overseas relay bases and rebroadcast — the Russian-language programs on an around-the-clock schedule —to counter intensive Soviet jamming. All repeat broadcasts amount to about 61½ program hours daily.

** Originate in part from Munich Program Center.

FACILITIES

Forty-two shortwave transmitters ranging from 20 kw to 200 kw in power are located in the United States—14 on the Pacific Coast, 8 in the Middle West and 20 on the East Coast. These facilities are licensed to private broadcasting companies and operated under contract to the Department.

Government - owned and controlled shortwave relay broadcast operations are located at Munich, Manila, Honolulu and Tangier, and medium wave stations at Munich, Salonika and Manila. Shortwave and medium wave relay facilities are also leased from BBC in Great Britain. Selections of VOA programs are also rebroadcast in medium wave by stations in Western Europe and in Latin America.

In addition, the United States has equipped the U. S. Coast Guard *Courier* with one 150 kw medium wave transmitter and two 35 kw short wave transmitters. The vessel is beginning to relay VOA programs from foreign sea ports under arrangements with friendly nations.

Other relays or rebroadcasts are in effect through arrangement with domestic broadcasters of various countries such as France, Italy, Greece, Korea, Austria, Germany, Ceylon, Viet - Nam, Japan and Trieste.

PROGRAM CONTENT

Programs broadcast from the United States fall into three categories: (1) news; (2) analyses and features, which include political commentaries, press reviews, roundtable discussions, documentaries, etc.; and (3) music. Although the breakdown varies from area to area, in general, the program schedule comprises: news, 37%; analyses and features, 51%; music, 12%. The breakdown for Iron Curtain countries is: news, 51%; analyses and features, 49%; music 0%.

In addition, IBS sends regularly to missions abroad transcribed musical programs and special feature material, as well as kinescopes and films for placement on overseas local radio and TV stations.

[NOTE: IBS has adopted a policy of curtailing musical broadcasts to Iron Curtain countries, particularly the USSR, on the theory that (1) listeners tune in programs to be informed, not entertained, and (2) music is more susceptible to reprisals from local authorities.]

AUDIENCE INFORMATION

Programs are beamed to areas having a potential audience of 300 million. Surveys, letters from listeners, efforts by the hostile press and radio of certain nations to discredit the broadcasts, the reports from United States missions abroad, correspondents and travelers—all these provide convincing evidence of a regular listening audience of many millions. Letters from listeners have increased from 29,000 per month in 1951 to more than 30,000 per month in 1952.

Program schedules are published in 12 language editions, including English, and are available upon request to overseas listeners. These schedules are distributed to a mailing list of about 1.5 million.

Additionally, the State Dept. has initiated a new periodical, "The Voice of America This Week," containing broadcast highlights from Voice scripts. The highlights are made available each week for domestic consumption.

OPERATIONS INFORMATION

The International Broadcasting Services is responsible for the planning, execution and content of the Voice of America programs. These programs are written, produced and broadcast from studios in New York City and Washington, D. C.

IBS, part of the International Information Administration, is under the jurisdiction of the International Information Administrator, Dr. Wilson Compton, and of the director of the Voice of America, Alfred H. Morton.

The International Information Administration was set up in 1952 as a semi-autonomous agency whose Administrator is directly responsible to the Secretary of State.

HOW TO APPLY FOR A BROADCAST STATION LICENSE

Pertaining to AM, FM and Related Services

CONCERNING FCC RULES & REGULATIONS

"How to Apply for a Broadcast Station License" is a comprehensive and concise statement prepared by the FCC Office of Information, which explains in layman's language the procedures involved in making application for the various types of broadcast licenses.

Published in easy reference form, starting on page 381, are excerpts of the FCC Rules & Regulations most frequently used. Further information concerning rules and regulations may be obtained at the office of the Secretary, FCC, New Post Office Bldg., Washington 25, D. C.

Any qualified citizen, firm, or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television (TV) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient, and equitable distribution of radio service.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure", while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services", and, in the case of AM and FM, "Standards of Good Engineering Practice".

Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is for AM, FM, or TV broadcast.

Selecting a Frequency

Standard (AM) broadcast stations operate on "local", "regional", or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts power cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a frequency search made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

An applicant for a commercial FM station must specify a frequency available to the area to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. The demand for FM stations has not yet exceeded the supply of available frequencies. (The Noncommercial Educational FM Broadcast Service is a separate category with its own rules.)

An applicant for a new television station must request a channel assigned in the Table of Assignments to the community involved. However, a channel assigned to any community listed in the table can be requested for operation in any unlisted community within 15 miles of the listed community. Commercial TV stations are authorized for unlimited hours of operation and are of a single class with minimum power determined by the size of the principal city and maximum power dependent on antenna height and allocation zone. Channels are reserved for noncommercial educational TV operation.

Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he wishes to apply for, the next step is to make application for a construction permit. (Under the Communications Act, no license shall be issued for a station prior to the construction of the station unless a permit for such construction has been granted by the Commission.) This application must be in writing on a form supplied by the Commission (Form 301, "Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station", which covers AM, FM, and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications to construct and operate a station, plus details about the transmitting apparatus to be used, and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are reviewed in their engineering, legal, and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

Applications are, in general, processed in the order in which accepted for filing. There is a Temporary Processing Procedure for TV applications which, starting July 1, 1952, gives priority to places now without TV service, to communities with uhf assignments only, and to noncommercial educational TV applications.

If, upon examination of an application, the Commission determines that there are no engineering conflicts, that the applicant is qualified, and that all other requirements are met, the application is granted without hearing and a construction permit is issued.

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hearing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

The law requires that, in general, final decision on noncontested applications be rendered within three months from the date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

Hearings

Where it appears that an application violates provisions of the Commission's rules and regulations; that interference would be caused to another AM or FM broadcast station; or that the minimum separation requirements for TV stations are not met; or if other serious questions of a technical, legal, or financial character are involved, a hearing usually is required before a final decision on the application can be made. Often a hearing is necessary because two or more applicants seek to use the same frequency or immediately adjacent frequencies with such a proximity of stations that excessive interference would result. In such instances, the Commission is compelled by law to accord a hearing to the competing applicants and to make a comparative judgment as to which, if either, should be granted.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant usually is given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. The hearing notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may sometimes find it possible to satisfy the issues by amending his application, especially if the apparent deficiencies are of an engineering nature.

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, examine witnesses and rule upon the admission of evidence.

Within 20 days after the close of a record by the hearing examiner, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of their contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral arguments before the Commission. In all cases heard by an examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization. or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

Licenses

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

AM and FM broadcast stations are licensed for the statutory limit of three years; TV stations for one year. Applications for renewal of license are made on Form 303 ("Application for Renewal of Broadcast Station License").

Forms for Other Purposes

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on Form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using Form 316 ("Application for Assignment or Transfer—Short Form"). This form may only be used when the transfer or assignment is *pro forma* or technical in nature, i.e., where no substantial changes in interest occur.

RCA

The one company that has everything for every broadcaster.

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At each of the following locations you will find a broadcast specialist who is ready to help you with your problems:

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36 W. 49th Street
Telephone: Circle 6-4030

DALLAS 1, TEXAS
1907-11 McKinney Ave.
Telephone: Riverside 1371

CLEVELAND 15, OHIO
718 Keith Building
Telephone: Cherry 1-3450

ATLANTA 3, GA.
522-533 Forsyth Bldg.
Forsyth and Luckie Streets, N. W.
Telephone: Walnut 5946

KANSAS CITY 6, MO.
340 Dierks Bldg., 1006 Grand Ave.,
Telephone: Harrison 6480

HOLLYWOOD 28, CALIF.
1560 North Vine Street
Telephone: Hollywood 9-2154

SAN FRANCISCO 3, CALIF.
1355 Market Street
Telephone: Hemlock 1-8300

CHICAGO 11, ILLINOIS
666 North Lake Shore Drive
Telephone: Delaware 7-0700

WASHINGTON 6, D. C.
1625 K Street, N. W.
Telephone: District 1260

BOSTON 16, MASS.
John Hancock Bldg., 200 Berkeley
Telephone: Hubbard 2-1700

RCA

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT ***CAMDEN, N.J.***

Directory of

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

WITH EXECUTIVE RADIO PERSONNEL AND ACCOUNTS

N indicates network, S spot, R regional

A

ACCURATE ADV. AGENCY INC.
9 W. 60th St., New York 23
Tel.: Circle 7-3885

A. D. ADAMS ADVERTISING
277 Broadway
Tel.: Rector 2-6980
Radio Dept.: A. D. Adams, owner.

AD FRIED ADVERTISING AGENCY
318 15th St., Oakland 12, Calif.
Tel.: Higate 4-6580
Radio Dept.: Ad Fried, radio director, owner, producer; Constance May, timebuyer, producer; Elaine Fried, musical director, librarian, producer; Gerhard Jacobi, art & production director, producer.
Radio Accounts: Bigelow Films (S); American Upholstering Co. (R-S); Bell Smoked Fish Co. (Tara Bell Brand) (S); Cohran & Celli Chevrolet Dealers (R); Commercial Sales Co. (R); Davi Miracle Foam; Betty Elizabeth Shampoo; Henry deLugach Real Estate (R); Morwear Paint Co. (Morwear Brands); Fidelity Roof Co. (R); Rhodes & Jamieson Ltd. (R); Buy-Rite Truck & Equipment Co. (S); The Quiet Hour; Lou Winston Co.; Smith Bros. "Mac" compound (R); Oakland Police & Firemen; Oakland Light Opera Assn. (R); Lo-Fare Cab Co. (R); Roeber's Plumbing Fixtures (R); Fox West Coast Theatres; Bower-Smith Co.; California Metal Crafts; Duplex Dean Plan Services; Elemin Supreme Formula (vitamins); Martin Construction Co.; Grimshaw Nurseries; Western Gem Co.; Gardiner Mfg. Co.; Kountry Boys; Dicks Home Furnishers.

ADVERTISING ENGINEERS CORP.
448 S. Hill St., Los Angeles 13
Tel.: Mutual 5039
Radio Dept.: Reed Bear.

ADVERTISING INC.
1523-31 Central Nat'l Bank Bldg., Richmond 19
Tel.: 3-2809, 3-2800
Radio Dept.: J. Lynn Miller, A. G. Timewell
Richmond 19—416 E. Main St. Tel.: 3-5667.
Radio Accounts: Virginia Electric & Power Co.; Commonwealth Motors Inc.; Virginia Hospital Service Assn.; Virginia Dairy Co.

THE AITKIN-KYNETT CO.
1400 S. Penn Square, Philadelphia 2
Tel.: Rittenhouse 6-7810
Radio Dept.: E. M. Gretz, timebuyer; Paul B. Phillips, radio director.

R. H. ALBER COMPANY
439 N. Larchmont Blvd., Los Angeles 4
Tel.: Hollywood 9-8273
Radio Dept.: Pauline Hagen, timebuyer and radio director.
Radio Accounts: Gospel Broadcasting Assn. (N-S); Unity School of Christianity.

DON ALLEN & ASSOC.
409 S. W. 13th Ave., Portland 5, Ore.
Tel.: Capitol 9445
Radio Dept.: Everett Mitchell, radio director; H. Richard Seller, Rolland Gabel, account executives.
Radio Accounts: Arthur Murray's (S); Benjamin Franklin Fed. Savings & Loan; General Electric Supply Corp.; Windolph Pontiac Co.

ALLEN & REYNOLDS
1300 Woodman of the World Bldg., Omaha 2
Tel.: Atlantic 4445
Radio Dept.: Milt Stepham, director of radio; Don B. Amsden, assistant director; Douglas Wall, timebuyer; account executives: M. H. Reynolds, Robert Reynolds, Floyd Mellen, Robert Sanford, Lee Dreeves, Jack Hultgren, William Rosborough, William J. Newens.
Radio Accounts: Behlen Mfg. Co.; Carpenter Oil Co.; Federal Land Bank; General Electric; Graybar Electric Co.; Hill Hotel; Holsum Bakers; Merchants Biscuit Co.; Micklin Lumber Co.; Northrup-Jones; Omaha Public Power Dist.; Paramount Radio Shop; P. F. Petersen Baking Co.; Byron Reed Co. Inc.; Tekseed Hybrid Co.; U. S. Nat'l Bank, Uncle Sam Breakfast Food Co.; Walnut Grove Products; Webber Motors; T. H. Maenner Real Estate; Fairmont Foods (institutional div.); Omaha Body & Equipment Co.; George H. Lee; Peter Pan Bakery Inc.; Petersen Baking Co.; Pioneer Glass & Paint Co.

ALLIED ADVERTISING AGENCIES INC.
167 S. Vermont Ave., Los Angeles 4
Tel.: Dunkirk 7-7331
Radio Dept.: Dick Gardner, radio director; W. F. Gardner, Milton Hoffman, Stuart Heinemann, Bart Ross.
Radio Accounts: Dr. F. E. Campbell; Pridham David; Fisher's Compression Seal; Paradise Theatre; Podolor Motors; Harold A. Sparling; West Pico Furniture; Standard Motor Rebuilders; Stylart Card Co.; United Sporting Goods; Angelus Funeral Home; Arden Farms Co.

ALLIED ADV. AGENCY INC.
100 Boylston St., Boston 16
Tel.: Hubbard 2-4100
Radio Dept.: Howard Shamban.
Radio Accounts: Beacon Wax (N-S); Boston Baby Carriage Co. (S); Sport Auto Stores (S).

ALTOMARI ADV. AGENCY INC.
20 Vesey St., New York 7
Tel.: Digby 9-1510
Radio Dept.: Michael Altomari, radio director, timebuyer, account executive.
Radio Accounts: Rainbow Greeting Cards, Manhattan Greeting Cards.

ANDERSON & CAIRNS
488 Madison Ave., New York 22
Tel.: Murray Hill 8-5800
Radio Dept.: Victor Seydel, radio director and chief timebuyer; Jean Simpson, asst. director and timebuyer.
Radio Accounts: Rootes Motors; Nat'l Home Furnishings Show; DuMaurier; Rye-King; Motor Mfrs. & Traders.

ANTHRACITE ADVERTISING AGENCY
415 Scranton Times Bldg., Scranton 3, Pa.
Tel.: 9328
Radio Dept.: William A. White, general manager.
Radio Accounts: Parodi Cigars Inc.; Fowler & Williams Inc.; Williams Baking Co.

ARBEE AGENCY INC.
Advertising Arts Bldg., Wabash at Brown, Terre Haute, Ind.
Tel.: Crawford 3563
Radio Dept.: W. L. Smith, radio director & timebuyer; W. R. Bell, account executive.
Radio Accounts: Merchants Nat'l Bank; Toastmaster Bakers.

JOHN FALKNER ARNDT & CO. INC.
160 N. 15th St., Philadelphia 9
Tel.: Kingsley 5-8500

ARNOLD & CO. INC.
262 Washington St., Boston 8
Tel.: Richmond 2-1220
Radio Dept.: Arnold Z. Rosoff, radio timebuyer.

ART-COPY ADVERTISING AGENCY
11 Hill St., Newark 2, N. J.
Tel.: Market 2-7115
Radio Dept.: Seymour Steinhardt, radio director & timebuyer; Martin Steinhardt, account executive.
Radio Accounts: Walter Thornton; Pomona Hosiery.

ASSOCIATED ADV. AGENCY INC.
612 First Nat'l Bank Bldg., Cincinnati 2
Tel.: Main 2811
Radio Dept.: S. Malcolm Levy, president; I. C. Levy, secretary-treasurer; W. Wilson Lang, vice president in charge of radio; J. G. Maupin, radio director; Templeton Briggs, executive vice president.

ATHERTON ADV. AGENCY
8455 Melrose Pl., Los Angeles 46
Tel.: Webster 3-8488
Radio Dept.: Alfred A. Atherton, owner.
Radio Accounts: Pacific Citrus Products Co.

ATHERTON & CURRIER INC.
420 Lexington Ave., New York 17
Tel.: Lexington 2-8795
Radio Dept.: John P. Atherton, radio director and timebuyer; W. T. Tieman, timebuyer.
Toronto—100 Adelaide W. Tel.: Empire 3-5148. William E. McDonald, manager.
Radio Accounts: Eno-Scott & Browne; Potter Drug & Chemical.

AUBREY, FINLAY, MARLEY & HODGSON INC.
230 N. Michigan Ave., Chicago 1
Tel.: Financial 6-1600
Radio Dept.: Gene Fromherz, director of media; Richard Fachheimer, Robert Marley, Earl Hodgson, Leonard Krick, vice presidents; J. T. Aubrey, board chairman; J. J. Finlay, president.
Radio Accounts: Williamson Candy Co.: (N); Pay-U Labs.; H & H Cleaner Co.; International Harvester Co. (S).

N. W. AYER & SON INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 6-0200
Radio Dept.: James E. Hanna, vice president, radio director; Thomas J. McDermott, radio plans; Thomas H. Calhoun, programming, production; John M. Caldwell, copy chief; Wauhillau LaHay, publicity; Robert A. Mortensen, sports broadcasting; Gordon Braine, radio research; James A. MacDonald, radio traffic; Elga Gamba, billing; Charles M. Wilds, timebuying; Paul F. Kizenberger, Richard S. Bunbury, John W. Purves, Dick Watson, William P. Croasdale, Joan Rutman, Elaine Sloat, timebuyers.
Hollywood 28—714 Taft Bldg.; Tel.: Hempstead 4871; Glenhall Taylor, vice president.
Chicago 3—135 S. LaSalle St.; Tel.: Randolph 6-3456; Roderick Mitchell, director.
Radio Accounts: Atlantic Refining Co.; B. C. Remedy Co.; Chrysler Corp.; Reuben H. Donnelley; Gordon Baking Co.; Hawaiian Pineapple Co.; Hill Bros. Coffee; Charles E. Hires Co.; Howard D. Johnson Co.; Ill. Bell Tel. Co.; Michigan Bell Tel. Co.; John Morrell & Co.; Nat'l Dairy Products Corp.; Sheffield Farms Milk Co.; United Air Lines; Pennsylvania Co.; Yardley of London Inc.; Regal Shoes Inc.; Delaware Valley Dairy Co.; Chesapeake & Potomac Tel. Co. (all S); Bell Tel. System; Electric Co. Adv. Program (both N); Lever Bros. (Surf); Plymouth Div. of Chrysler Corp. (both N-S).

AYLIN ADV. AGENCY
522 Waugh Dr., Houston 19, Tex.
Tel.: Lynchburg 3766

AYRES & ASSOC. INC.
1325 N St., Lincoln, Neb.
Tel.: 2-6928
Radio Dept.: Harry H. Packard, radio director; Warren M. Swanson, W. J. Ayres, William Oliver, account executives; Arthur F. White, timebuyer.
Radio Accounts: Steckley Hybrid Corn Co.; Inter-State Nurseries; Cushman Motor Works; Driftmeyer Pub. Co.; Habco Mfg. Co.; Smith Baking Co.; Dannen Mills Inc.; Hill Hatcheries; Hill-Fairchild Feed Co.; Dusorb Co.; Amtel Productions; Dwarfies Corp.; Permco Mfg. Co.; Lincoln Service & Supply Co.; House of Bauer.

AZRAEL ADV. AGENCY
1000 N. Charles St., Baltimore 1
Tel.: Lexington 7575

B

BADGER & BROWNING & HERSEY INC.
(See Badger & Browning & Parcher)
630 5th Ave., New York 20
Tel.: Circle 7-3719
Radio Dept.: Jack Wilcher, radio director.

BADGER & BROWNING & PARCHER
(see Badger & Browning & Hersey, parent agency)
75 Federal St., Boston
Tel.: Liberty 2-3364
Radio Dept.: Jack Wilcher, radio director.

FREDERICK E. BAKER & ASSOC.
Vance Bldg., Seattle 1, Wash.
Tel.: Elliott 0957

LYNN BAKER INC.
745 5th Ave., New York 22
Tel.: Murray Hill 8-3505
Radio Dept.: Mary Bentley, media director; Edward Hauser, radio director; Mary Burak, Lewis Happ, timebuyers; Donald Cutler, Tom Cosgrove, A. J. Hilton, account executives.
Radio Accounts: F. W. Woolworth Co.; Coast Fisheries; Atlantic Fisheries Co.; Koppers Co., all S.

BALDWIN, BOWERS & STRACHAN INC.
374 Delaware Ave., Buffalo 2, N. Y.
Tel.: Washington 6854
Radio Dept.: Everett L. Thompson, radio director; Joseph H. Radder, Leon A. McNamara Jr., Malcolm L. Barney, Marie D. Cronin, Catharine D. Walsh and Nora L. Cuff.
Radio Accounts: American Stores & Co.; Blue Dew Corp.; Brost Motors Inc.; Buffalo Industrial Bank; Buffalo Optical Co.; Crystal Beach Transit Co.; Dodds Dairy; Erie County Savings Bank; First Federal Savings & Loan; General Ice Cream Corp.; Hambleton Terminal Corp.; Kelly Bros. Nurseries Inc.; Kenmore Motors; Mernan Chevrolet; Milk Dealers & Producers; National Pet Foods Inc.; Niagara Frontier Transit; NuWay Markets; Old Dutch Foods Inc.; Pepsi Cola Bottling Co. of Buffalo; Sears, Roebuck & Co.; Seven-Up Bottling Co. of Buffalo; William Simon Brewery Inc.; Villa-Pontiac.

BALL & DAVIDSON INC.
1030 Speer Blvd., Denver 4
Tel.: Main 1291
Radio Dept.: Carl A. Salstrand, president; Billy D. Prescott, vice president.
Radio Accounts: Bowman Biscuit Co.; The Morey Mercantile Co.; Hugh M. Woods Co.; Howry-Berg Inc.

BARLOW ADV. AGENCY
742 James St., Syracuse, N. Y.
Tel.: 9-6644
Radio Dept.: B. J. Stapleton, radio director, account executive; J. R. Coleman, H. H. Goodheart, G. F. Swartz, E. R. Crawford, R. M. McCabe.
Radio Accounts: Dairymen's League; Lincoln Bank; P & R Macaroni Co.; C. A. Durr Pkg. Co.

BARNES-CHASE CO.
530 Broadway, San Diego 1
Tel.: Franklin 7771
Los Angeles 17—1638 Wilshire Blvd.; Tel.: Dunkirk 4-1193

BARNES ADVERTISING AGENCY
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Broadway 6-2393
Radio Dept.: John Barnes, president; John Barnes III, treasurer, account executive; E. R. Wholihan, vice president, account executive; Kenneth J. Goelzer, vice president, account executive; Pat Ann Klopatek, radio director; Gilbert Goetz, timebuyer.
Radio Accounts: Marshall & Ilsley Bank; Roundy, Peckham & Dexter Co.; Wisconsin Ice & Coal; Interstate Bakeries; Building Service; Kohl's Food Stores; Williams Chemical; Marquette U.; Kingsbury Breweries; Dr. Andre Lab.; Otto L. Kuehn Co.

TED BATES & CO.
630 5th Ave., New York 20
Tel.: Judson 6-0600
Radio Dept.: H. Austin Peterson, partner in charge; Lester A. Weinrott, manager; John Doherty, business manager; Jay Clark, Allan Dingwall Jr., John Thompson, Grant Tyler, Ed Brown, producers; Vincent Rowe, new program development; Ned Midgeley, timebuying manager; Christopher Lynch, MacDonald Dunbar, William J. Kennedy, Al Petcavage, Richard Mann, timebuyers.
Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 9-2161; H. Austin Peterson, partner in charge of radio; Frank O'Connor, Henry Saz, producers.
Radio Accounts: Colgate-Palmolive-Peet Co.; Continental Baking Co.; Brown & Williamson Tobacco Corp.; American Home Foods Products; Carter Products; Minute Maid Corp.; Standard Brands Inc.; Pillsbury Mills Inc.; Anahist Co.

BATTEN, BARTON, DURSTINE & OSBORN INC.
383 Madison Ave., New York 17
Tel.: Eldorado 5-5800
Radio Dept.: Arthur Pryor Jr., vice president in charge; James Bealle, in charge of new program developments; Carroll P. Newton, vice president, chairman of radio plan board; Arthur Bellaire, commercial supervisor; Frank Silvernail, head timebuyer; Tucker Scott, coordinator; Elenore Scanlan, Fred Stoutland, Robert Tatum, Hope Martinez, Mary Ellis, George Polk, Richard McKeever, Robert Graf, Jack Sinnott, F. A. Wurster, timebuyers; Jim Brown, promotion-publicity.
Boston 16—1220 Statler Office Bldg.; Tel.: Hubbard 2-0430; F. W. Hatch, vice president.
Buffalo 3—3 Rand Bldg.; Tel.: Cleveland 7915; Alan M. Ward, vice president.

XUM

Chicago 11—919 N. Michigan Ave.; Tel.: Superior 7-9200; H. H. Haupt, vice president.
Cleveland 13—Terminal Tower; Tel.: Tower 1-7270; E. E. Haring, vice president.
Detroit 26—1856 Penobscot Bldg.; Tel.: Woodward 5-0620; R. E. Anderson, vice president.
Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 9-7337; Wayne Tiss, vice president.
Los Angeles 48—6363 Wilshire Blvd.; Tel.: Webster 1-1234; A. W. Neally, vice president.
Minneapolis 2—N. W. Bank Bldg.; Tel.: Lincoln 8401; J. C. Cornelius, Executive vice president; E. A. Cashin, vice president.
Pittsburgh 19—Grant Bldg.; Tel.: Grant 1-8060; L. D. Hansen, vice president.
San Francisco 4—Russ Bldg.; Tel.: Sutter 1-2232; John G. Motheral, vice president.
Radio Accounts (all network): American Tobacco Co.; Armstrong Cork Co.; Cream of Wheat; DeSoto Div., Chrysler Corp.; E. I. DuPont de Nemours & Co. Inc.; George A. Hormel & Co.; Murine; Rexall Drug Co., U. S. Steel Corp.; Wildroot Co. Inc.

BAY PATH ADVERTISING INC.
9 Elm St., Southbridge, Mass.
Tel.: Southbridge 4-8161
Radio Dept.: Maurice L. LaReau, timebuyer & account executive.

BEAN ADV. AGENCY
136 N. Delaware St., Indianapolis 4
Tel.: Franklin 4248

BEAUMONT, HELLER & SPERLING INC.
6th & Walnut Sts., Reading, Pa.
Tel.: 5-4311
Radio Dept.: Dee Hassler, radio director.
Radio Accounts: Bowers Battery Co.; Maier's Bakery; Ontalaunee Orchards; St. Lawrence Dairy Co.; Eastern Gas Assn.; Crystal Rock Beverage.

HERBERT S. BENJAMIN ASSOCIATES INC.
234 Main St., Baton Rouge, La.
Tel.: 3-2847
Radio Dept.: Allen R. Brent, Lee Herzberg Jr., vice presidents; Thomas B. Rhodes, account executive.

BENNETT, WALTHER & MENADIER INC.
69 Newbury St., Boston 16
Tel.: Kenmore 6-3820-1-2
Radio Dept.: Mrs. Elizabeth D. Parsons, timebuyer.

BENTON & BOWLES INC.
444 Madison Ave., New York 22
Tel.: Murray Hill 8-1100
Radio Dept.: Walter Craig, vice president in charge of radio; William E. Schneider, radio department business manager; Paul Roberts, radio production director; Wilfred S. Roberts, Oliver Barbour, Charles Fisher, Carl Eastman, Don Wallace, Ralph Starr Butler Jr., Arthur Richards, Lawrence White, Olga Druce, Maximilian Bryer, Douglas Burch, Elizabeth Shay, Irwin Segelstein, program directors.
Hollywood 28—6253 Hollywood Blvd.; Tel.: Hillside 9151; Al Kaye, vice president in charge of West Coast operations; Murray Bolen, William States, program directors.
Toronto—91 Yonge St.; Tel.: Empire 3-8222; William H. Fleischman.
Radio Accounts: Assn. of American Railroads; General Foods Corp.; Bituminous Coal Institute; Procter & Gamble Co.; Best Foods Co.; Avco Mfg. Corp. (Crosley Div.); Pepperell Mfg. Co.; American Express; Norwich Pharmacal Co.; Brewing Corp. of America; Cigar Institute of America; Benson & Hedges; French Government Tourist Office.

BERMINGHAM, CASTLEMAN & PIERCE INC.
136 E., 38th St., New York 16
Tel.: Lexington 2-7550
Radio Dept.: John H. McNeil, radio director; Ted P. Wallower, timebuyer; James G. Walker and Herbert Lorentzen, account executives.
Radio Accounts: Griffin Mfg. Co. (S); Conti Products (S); Pilgrim Laundry; Dif Corp. (S); Wilson Co.

TED BERNSTEIN ASSOCIATES
51 Madison Ave., New York 10
Tel.: Murray Hill 5-3730
Radio Dept.: Sylvester J. Bernstein, timebuyer and account executive; Ted Bernstein, Ted Kaufman, account executives.

BOB BETTS ADVERTISING
1st Nat'l Bank Bldg., Denver 2
Tel.: Main 6782
Radio Dept.: John F. Connors, radio director and timebuyer.
Radio Accounts: Frontier Refining Co.; Maplecrest Turkey Farms Inc.; Carlson-Frink Co.; Denver Dairy Council; Stone Hall Co.; Delta Canning Co.; Green Thumb Peat Moss; Alba Dairy; Nevada Dairy.

BEN BEZOFF & CO.
220 Majestic Bldg., Denver 2
Tel.: Alpine 2300

LEE S. BIESPIEL ADV.
605 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-4190
Radio Dept.: Lee S. Biespiel, radio director and timebuyer.
Radio Accounts: John O. Butler Co. (S); Shepler Mfg. Co. (S).

RALPH BING ADVERTISING
306 Frederick Bldg., Cleveland 15, Ohio
Tel.: Superior 1-2773
Radio Dept.: Ralph S. Bing, radio director; Adrienne Neiman radio producer and account executive.
Radio Accounts: Al Sirat Grotto Circus Blaushild Motors; Ace Cigarette Service; Blaushild's Chrysler-Plymouth Hq.; A. D. Pelunis Inc.; Pierre's Ice Cream; Midwest Racing Equipment; Sports Cars Ltd.

BIOW CO. INC.
640 5th Ave., New York 19
Tel.: Plaza 9-1717
Radio Dept.: Roy Winsor, radio director; Roland Gillett, co-director of radio; J. E. Kucera, head timebuyer.
Hollywood — 1606 N. Argyle; Tel.: Hempstead 2377; Edward Feldman, radio director.
San Francisco 3—703 Market St.; Tel.: Garfield 4854.

BLAINE-THOMPSON CO. INC.
234 W. 44th St., New York 36
Tel.: Longacre 4-0800
Radio Dept.: Franklin Hobbs, director; Ingram Ash, timebuyer.
Radio Accounts: Warner Bros. Motion Pictures; Joe Lowe Corp.

FRANK L. BLUMBERG AGENCY
800 Cathedral St., Baltimore 1
Tel.: Mulberry 6672-73
Radio Dept.: Horace J. Elias, radio director.
Radio Accounts: Kress Farm Dairy; Annapolis Dairy; Park Circle Motor Co.; Herman's Dept. Store; American TV Service.

FRED BOCK ADV. CO.
Second Nat'l Bldg., Akron 8
Tel.: Portage 4616
Radio Dept.: John Simpson, radio director; Fred Bock, Pearl Fairall.
Radio Accounts: Home Food Stores; Betsy Ross Coffee; Souvenir Beer; M&B Fruit Juices; Vickers Trailers; Evans Savings; Bissler Furniture; City Bakery; Dettling Seeds; Ohio Edison Co.

BILL BONSIB ADVERTISING AGENCY
1717 E. Colfax Ave., Denver 6
Tel.: Florida 4418
Radio Dept.: William F. Angelos Jr., radio director; Jay Tallant, Victor Boccard, account executives.
Radio Accounts: Chemical Corp. of Col.; A. D. Jones & Co.; McCollum-Law Corp.; Bay Petroleum Co.; Irrigation Systems Inc.

BOTSFORD, CONSTANTINE & GARDNER
115 Southwest Fourth Ave., Portland 4, Ore.
Tel.: Atwater 9541
Seattle 4—Central Bldg. Tel.: Eliot 3523.
New York 1—5122 Empire State Bldg. Tel.: Bryant 9-4845.
San Francsco 5—625 Market St. Tel.: Exbrook 2-7565.

LEO P. BOTT JR. ADV.
64 E. Jackson Bldg., Chicago 4.
Tel.: Harrison 7-9187
Radio Dept.: M. Donald Foran, timebuyer.

LEO BOULETTE AGENCY
303 N. Main St., Three Rivers, Mich.
Tel.: 3-4155

BOURNE ASSOC. INC.
60 E. 42d St., New York 17
Tel.: Vanderbilt 6-1423
Radio Dept.: Victor Arden, musical director; Suzanne C. Lloyd, Louise Bagley, talent.

STANLEY G. BOYNTON & SON
159 Pierce St., Birmingham, Mich.
Tel.: Jordan 4-5888
Radio Dept.; Stanley G. Boynton, president and timebuyer; Marjorie Smith, production manager and traffic director.
New York 7—17 E. 42d St. Tel.: Murray Hill 2-0086.
Radio Accounts: Radio Bible Class; The Calvary Hour; America Back to God; National Tennis Matches.

BOZELL & JACOBS INC.
1812 N. Meridian St., Chicago
Tel.: Wabash 4524
Radio Dept.: Philip Rouda, vice president and radio director; Gertrude Russakov, Eileen Killeen, timebuyers.
Omaha 2—510 Electric Bldg. Tel.: Jackson 8030.
Indianapolis 4—625 Second Ave., S. Tel.: Lincoln 6326.
Seattle 4—2123 Smith Tower. Tel.: Main 0145.
New York 19—31 W. 47th St. Tel.: Judson 6-5588.
Minneapolis—415 S. Sixth St. Tel.: Main 4527.
Shreveport, La.—324 Fairfield Bldg. Tel.: 6124.
Hollywood 28—6711 Sunset Blvd. Tel. Hillside 2695.
Houston 2—703 United Gas Bldg. Tel.: Fairfax 4106.
Dallas 1—813 Thomas Bldg. Tel.: Randolph 5428.
Washington 4—702 Kass Bldg. Tel.: Sterling 2406.
Radio Accounts: Leaf Brands; Pollyana Town & Country (S); Postal Finance Corp.; Northwestern Telephone Co.; Citizens Committee for Banking Amendment; District Nat'l Bank; Central Nat'l Bank; Coronet Sales Club.

ARTHUR BRAITSCH ADVERTISING
528 Hospital Trust Bldg., Providence 3
Tel.: Dexter 1-4115
Radio Dept.: Arthur Braitsch, director; John A. Lorimer, timebuyer.
Radio Accounts: Baird-North, Inc.; Roger Williams Savings; Weybosset Markets; Strand Theatre; Sally's Fur Studio; Rocky Point Park; Toridheet Oil Burners; Hospital Trust Co.; Palladium Ballroom; Republican Central Committee.

MICHAEL BRAND ASSOC.
8820 Sunset Blvd., Hollywood 46
Tel.: Crestview 6-2991
Radio Dept.: Michael Brand, radio director.

J. CARSON BRANTLEY ADV. AGENCY
Owen Building, Salisbury, N. C.
Tel.: 900
Radio Dept.: J. Carson Brantley, radio director.
Radio Accounts: Duke Power Co. (S); Owen Drug Co.; Carolina Beverage Corp.; Isenhour Brick & Tile Co.

BREIG ASSOC.
1715 Walnut St., Philadelphia 3
Tel.: Rittenhouse 6-3836

BRENNAN ADV. AGENCY
1414 W. Clay, Houston 6
Tel.: Li 7581

BRUCE B. BREWER & CO.
900 Walnut St., Kansas City 6, Mo.
Tel.: Harrison 4890
Radio Dept.: Jack Kirwan, radio director; Mary E. Klein, timebuyer; Quentin V. Brewer, Kent Boyd, John Griffin, account executives.
Minneapolis—400 Foshay Tower; Tel.: Atlantic 3314; Charles R. Strotz, manager; Loy M. Booton, account executive.

BRINDLEY-ROTH INC.
131 Lafayette W., Detroit 26
Tel.: Woodward 1-8295

BRISACHER, WHEELER & STAFF
1660 Bush St., San Francisco 9
Tel.: Prospect 6-2600
Radio Dept.: Garrett Hollihan, radio timebuyer.
New York 1—350 5th Ave. Tel.: Bryant 9-5500. Darrell McCain, media director; Richard I. Clark, timebuyer; Mary Elizabeth Loeber, assistant timebuyer; John H. Butler, radio production; Darrell McCain, media director (New York Office).
Radio Accounts: Hershel California Fruit; Pictsweet Food; California Dairy Industry; Parsons Ammonia; Wheatena; Van Camp Sea Food; Richmond-Chase; Old Homestead Bakery; Rainer Brewing Co.; Fast Bay Producers' Milk Council; Pacific Intermountain Express; Sacramento Milk Council; Lyons Magnus Inc.; Parkmerced Towers; San Francisco Examiner; San Francisco Milk Industry; San Francisco School of Practical Nursing; Sutro & Co.; Wilson & George Meyer.

B-P-I ADVERTISING
350 Madison St., Detroit 26
Tel.: Woodward 5-0909
Radio Dept.: Mary Lee Lippincott, radio director; Lois M. Michels, timebuyer; Lucilla Mack, Patricia Howe, Adele Hager, account executives.

BROADCAST ADV.
170 S. Beverly Dr., Beverly Hills, Calif.
Tel.: Bradshaw 2-4840
Radio Dept.: Van C. Newkirk, president; Alva Edwards, timebuyer; John G. Fryer, production manager.
Rado Accounts: Bible Institute; Haven of Rest; Dr. Floyd B. Johnson; Grace Church of Huntington Park.

BROADCAST ADVERTISING INC.
8 Newbury St., Boston 16
Tel.: Kenmore 6-0854
Radio Dept.: J. E. Murley, director and account executive; J. J. Manning, timebuyer; F. P. Russell, merchandising director.

BROADCAST SERVICE INC.
4601 Gordon Ave., Madison, Wis.
Tel.: 4-5929
Radio Dept.: Richard S. Nickeson, manager; Virginia Green, timebuyer; Lynn Griffy, accountant executive.
Radio Accounts: Ace of Clubs; C. W. Anderes Co.; Badger Office Supply; C & P Shopping Center; Crescent Clothing; Refrigeration Equipment; Rentschler Floral.

BROOKE, SMITH, FRENCH & DORRANCE INC.
8469 E. Jefferson Ave., Detroit 14
Tel.: Valley 2-9700
Radio Dept.: Hugh Hole, radio director; James P. Danaher, assistant director.
New York 17—52 Vanderbilt Ave.; Tel.: Murray Hill 6-1800; Jay Berry, assistant radio director.
Radio Accounts: Goebel Brewing Co.; Hudson Motor Car Co.; Mullins Mfg. Corp. (Youngstown Kitchens); Chamberlin Corp. of America.

BROOKS ADV. AGENCY
416 W. 8th St., Los Angeles 14
Tel.: Trinity 0558
Radio Dept.: Robert Hall, timebuyer, copywriter.

D. P. BROTHER & CO.
3044 Grand Blvd., Detroit 2
Tel.: Trinity 2-8250
Radio Dept.: Carl Georgi Jr., vice president, timebuyer; William J. Davis, timebuyer; Kenneth G. Manuel, radio director; Melvus G. Furney, assistant radio director.
Radio Accounts: Oldsmobile Div. (N-S).

BURTON BROWNE ADV.
619 N. Michigan Ave., Chicago 11
Tel.: Superior 7-7700.
Radio Dept.: Burton Browne, president; James Cody, account executive.

FRANKLIN BRUCK ADV. CORP.
1270 Sixth Ave., New York 20
Tel.: Circle 7-7660
Radio Dept.: D. Davidow, director of radio; C. J. Gavin, timebuyer; Franklin Bruck, M. J. Kleinfeld,, M. Heineman, H. Gold, account executives.
Los Angeles 4—532 N. Cherokee. Tel.: Granite 9376. Howard Blake, manager.
Radio Accounts: Sitroux Inc. (S); Coty Inc. (S); Fashion Frocks Inc. (S); Haelan Labs. (S); Pharmaceuticals Inc. (N-S); Serutan Co. (N-S).

BUCHANAN & CO. INC.
1501 Broadway, New York 36
Tel.: Bryant 9-7900
Radio Dept.: Nat Strom, radio director; William Dasheff, executive vice president; John McEvoy, William Boley, account executives.
Los Angeles 48—451 N. LaCienega Blvd.; Tel.: Crestview 5-5231; Charles Coleman, vice president.
San Francisco 4—155 Montgomery St.; Tel.: Yukon 6-2927; Ray Randall, vice president.
Chicago 11—333 N. Michigan Ave.; Tel.: Andover 3-6611; Robert Potter, vice president.
Radio Accounts: Reynolds Metals Co. (N); Dictograph Prod. Co. (N-S); United Paramount Theatres (S); Eskimo Pie Corp. (S); Pepsi Cola Bottling Co. (S); Western Airlines (S); Wilbur Clark Desert Inn; Tidewater Associated Oil Co.; Paramount Pictures.

BUCHANAN-THOMAS ADV. Co.
412 S. 19th St., Omaha 2
Tel.: Atlantic 2125
Radio Dept.: Adam Reinemund, radio director; Gene Edward, assistant director.

BUCHEN CO.
400 W. Madison St., Chicago 6
Tel.: Randolph 6-9395
Radio Dept.: Robert Long, radio director; Martin Fritz, C. W. Fisher, timebuyers.

BULLARD AGENCY
219 Court St., Port Huron, Mich.
Tel.: Port Huron 6755
Radio Dept.: Rockwood Bullard.
Radio Accounts: Heinr. Franck Sons Inc.; Alma Trailer Co.

G. NORMAN BURK INC.
223 4th Ave., Pittsburgh 22
Tel.: Grant 1-6316
Radio Dept.: G. Norman Burk, account executive, director; Dolores E. McCarthy, timebuyer; Robert L. Forsythe, Kenneth Hoel, account executives.

(Continued on page 402)

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

Radio Accounts: Houlahen Motor Co.; D. J. Kennedy Co.; Meadow Gold Dairies; Midtown Motors Inc.; National Coffee; Standard Floor Co.; United Vacuum Stores; Weitershausen Agency.

LEO BURNETT CO. INC.
360 N. Michigan Ave., Chicago 1
Tel.: Central 6-5959
Radio Dept.: William Weddell, vice president in charge of broadcasting; David Dole, broadcasting operations manager; Lee Bland, program director.
New York 22—677 5th Ave.; Tel.: Murray Hill 8-9480; W. McIlvain, broadcasting manager.
Hollywood 28—1680 E. Vine St.; Hillside 7374; W. Williams, broadcasting manager.
Radio Accounts: Brown Shoe Co. (N); Comstock Canning Corp. (S); Dean Milk Co. (S); Durkee Famous Foods (N); Globe Mills (S); Green Giant Co. (N); Hoover Co. (S); Kellogg Co. (S-N); Chas. Pfizer & Co. (S); Mars Inc. (N); Pillsbury Mills Inc. (N-S); Pure Oil Co. (S-N); Santa Fe Railway (S); Toni Corp. (N).

BYER & BOWMAN ADVERTISING AGENCY
66 S. Sixth St., Columbus 15
Tel.: Main 3276
Radio Dept.: John D. Metzger, radio director; Martha Sullivan, radio production manager; account executives W. Prentiss Brown, S. N. Hallock, Gene Hameroff, Richard Kennard, Willis F. Munro Jr., Reginald Testement.
Radio Accounts: Ashland Oil & Refining Co.; Academy of Medicine; Buckeye Foods; City National Bank; Clean Products; Dollar Federal Savings & Loan; Farm Bureau (Petroleum Div.); Neon Products; Ohio State Fair; Styron-Beggs Co.; Wood-Nesbitt Inc.; August Wagner Breweries.

BYRUM ADVERTISING AGENCY
924 Broadway, Denver 3, Col.
Tel.: Tabor 7745
Radio Dept.: R. H. Byrum, owner & timebuyer.
Radio Accounts: Denver Gospel Center; Western Seed Co.; Grace & Truth (Rockmont College); Purity Creamery.

C

CABAT-GILL ADVERTISING AGENCY
194 N. Church St., Tuscon, Ariz.
Tel.: 2-6362
Radio Dept.: Ernest Cabat, timebuyer; Marjorie F. Duke, account executive.
Radio Accounts: Mulcahy Lumber Co.; Pioneer Paint; Southern Ariz. Bank & Trust Co.

HAROLD CABOT & CO. INC.
136 Federal St., Boston 10
Tel.: Hancock 6-7600
Radio Dept.: Kay Chille, media director; Rita Armstrong, timebuyer.

CAHN-MILLER INC.
510 St. Paul Place, Baltimore 2
Tel.: Saratoga 4466
Radio Dept.: Louis G. Pedlar Jr., radio director.
Radio Accounts: Eutaw Savings Bank; Fidelity Trust Co.; Jarman Motors; Fraternity Federal Savings & Loan Assn.; Popular Club Beverage Co.

CALDWELL, LARKIN & CO. INC.
Merchants Bank Bldg., Indianapolis 4
Tel.: Market 6501

CALKINS & HOLDEN, CARLOCK, McCLINTON & SMITH INC.
247 Park Ave., New York 17
Tel.: Plaza 5-6900
Radio Dept.: Henry F. Hull, radio director; Roy A. Fowler, producer.
Chicago 1—333 N. Michigan Ave.; Tel.: Randolph 6-3831; Philip M. White, manager.
Los Angeles 36—712 S. Curson Ave.; Tel.: York 5145; Harry W. Witt, manager.
Radio Accounts: Stokeley-Van Camp Inc. (N); Prudential Insurance Co. of America (N); Marshall Field & Co.; A. S. Harrison Co. (R); Oakite Products Inc. (R); Marcalus Mfg. Co. (S); Pacific Wines (S).

J. M. CAMP & CO.
Liberty Bldg., Wheaton, Ill.
Tel.: Wheaton 8-4485
Radio Dept.: John M. Camp, owner; Lois Devries, timebuyer; Clarence Benware, account executive.

CAMPBELL-EWALD CO.
General Motors Bldg., Detroit 2
Tel.: Trinity 2-6200
Radio Dept.: Winslow H. Case, vice president for radio; Joseph J. Hartigan, vice president, media director; H. G. Little, president, account executive.
New York 22—1 E. 57th St.; Tel.: Murray Hill 8-3190; Donald R. Benkhart, radio department business manager, account executive; Frank W. Townshend, vice president, manager of New York office.
Chicago 1—230 N. Michigan Ave.; Tel.: Central 6-1946; Earll W. Clements, vice president.
Los Angeles 15—714 W. Olympic Blvd.; Tel.: Richmond 6204; R. C. Francis, vice president.
San Francisco 4—235 Montgomery St.; Tel.: Sutter 1-8736; T. M. Johnston, vice president.
Atlanta 3—45 Edgewood Ave.; Tel.: Lamar 3858; C. G. Thom, manager.
Hollywood 28—Room 11, 1549 N. Vine St.; Tel.: Gladstone 4136; W. H. Case, vice president.

CAMPBELL-MITHUN INC.
1370 Northwestern Bank Bldg., Minneapolis 2
Tel.: Lincoln 8824
Chicago—1024 Palmolive Bldg. Tel.: Delaware 7-7553. Minnie Kaplan, timebuyer; Bob Noel, radio production.
Radio Accounts: Atwood Coffee (S); Campbell Cereal (S); Gold Seal (S); Griggs, Cooper (S); Theodore Hamm Brewing (N-S); Minnesota Consolidated Canneries; Hi-Lex (S); Land O'Lakes Creameries (S); Northern States Power; Our Own Hardware; Northwestern Nat'l Bank; F. H. Peavy Co.; Great Northern R. R. (S); Pillsbury--Ballard (OvenReady-N-S) (Obelisk-S) (Feeds & Soy Div.-S); Zinsmaster Baking Co.

THE CAPLES CO.
225 E. Erie St., Chicago 11
Tel.: Superior 7-6016
Radio Dept.: W. E. Gibson, space buyer; D. J. Bowers, vice president.
New York 17—535 Fifth Ave. Tel.: Murray Hill 7-3577. S. R. Carlin, radio director; H. F. Meyer, vice president.
Omaha 2—1504 Dodge St. Tel.: Jackson 7795. L. M. Branch, vice president, J. D. Farris, account executive.
Los Angeles 5—301 S. Kingsley Dr. Tel.: Dunkirk 7-4255. R. R. Rullman, vice president.
Radio Accounts: C&NW Railway; Union · Pacific Railroad; Dorman's Pants Mfg. Co.; Royal Dairy; Western Home Furniture; Zeeman's.

CARNEY ADVERTISING AGENCY INC.
238 W. Wisconsin Ave., Milwaukee 3
Tel.: Broadway 2-3008
Radio Dept.: Doris Jacob, radio director.
Los Angeles—3757 Wilshire. Tel.: Fairfax 2301.

CARTER ADV. AGENCY INC.
912 Baltimore Ave., Kansas City 5, Mo.
Tel.: Harrison 1356

CAYTON INC.
9 E. 40th St., New York 16
Tel.: Lexington 2-1711
Radio Dept.: William D'Arcy Cayton, account executive; Allan Black, radio director; Leonora Thuna, assistant radio director, timebuyer; Donna Quigley, timebuyer.
Radio Accounts: Miracle Adhesive Corp. (S); Virginia Metal Products Corp. (S); Young America Films (S).

CECIL & PRESBREY INC.
247 Park Ave., New York 17
Tel.: Murray Hill 8-1234
Radio Dept.: J. Frank Gilday, radio director; Edward B. Simmons, radio production director; Harry Parnas, media director; Herbert Gruber, Charlotte Corbett, Jane Smathers, timebuyers; J. P. Beresford, A. M. Foster, S. Dalsimer, D. Lyon, Edward Noakes, Robert Mayer, E. M. K. Murray, Kenneth Twyman, Charles Duffy, Charles Feld, Thomas P. Maloney, Daniel F. Ladd, account executives.
Cincinnati—1814 Union Central Bldg. William Hecker. Tel.: Garfield 5178.
Radio Accounts: Block Drug (S); Electric Auto Lite (N); Nestle Co. (S); Oyster Shell Products Corp. (S); Redtop Brewing Co. (S); Sylvania Electric Products Inc. (S); Union Dime Savings Bank (S); Whitehall Pharmacal Co. (S); Cunard Steamship Co. (S); McCormick & Co. (S); Topps Chewing Gum (S).

W. CRAIG CHAMBERS INC.
513 Second Ave., Pittsburgh 19
Tel.: Atlantic 1-4028
Radio Dept.: W. Craig Chambers, president.
Radio Accounts: Clearfield Furs; First Federal Savings & Loan Assn.; Marlane Bridal Shop; Potter McCune Co.; Morrison-McCluan; Peters Packing Co.

CHARLES J. CHARNEY ASSOC.
1819 Broadway, New York 23
Tel.: Plaza 7-0955
Radio Dept.: Alvin George, Melvin H. Levy, timebuyers; Seymour Chodorkoff, radio director.

JAMES THOMAS CHIRURG CO.
414 Park Square Bldg., Boston 16
Tel.: Hancock 6-7310
Radio Dept.: Edward B. Pope, media director.
New York 17—122 E. 42d St. Tel.: Murray Hill 7-5040.

C. P. CLARK INC.
James Robertson Hotel, Nashville 3
Tel.: 6-4179

COE ADVERTISING AGENCY
307 Townsend St., Syracuse, N. Y.
Tel.: 4-2197.
Radio Dept.: Smith S. Binning, radio director; Miss Grey Gunderman, assistant radio director.
Radio Accounts: Tedesco Inc.; E. M. O'Donnell Distributors; Grunder & Sons; Jeans Beans Co.; Fairway Packing; Parker Upholstering; Star Vacuum; Hotel Syracuse; Men's Shop; Altman & Greene; Park Brannock; Typewriter Store; E. W. Edwards & Son; Harry Brooks; Chapman Lumber; Great Western Packing; Haberle Congress Brewing; Syracuse Wire & Fence.

ARNOLD COHAN CORP.
460 W. 34th St., New York 1
Tel.: Wisconsin 7-4700
Radio Dept.: Arnold Cohan, president of radio; Michael Gargiulo, production supervisor.

HARRY B. COHEN ADVERTISING CO. INC.
1 East 57th Street, New York 22
Tel.: Murray Hill 8-3030
Radio Dept.: Jack Mosman, vice president, radio production department; Mary Dunlavey, chief timebuyer; Eunice McGarry and William Murphy, timebuyers; account executives Harry B. Cohen, president; Edward Aleshire, executive vice president; Peter Finney, Stuart i Smith, Edward J. Rosenwald; Harry B. Cohen Jr., secretary.
Radio Accounts: Grove Labs; Chattanooga Medicine Co.; Airline Foods; B. T. Babbitt Inc.; Lydia E. Pinkham Medicine Co.; Sulfur-8 Chemical Co.; West End Brewing Co.

COHEN & MILLER ADVERTISING INC.
1322 New York Ave., N. W., Washington 5, D. C.
Tel.: Sterling 3-3333
Radio Dept.: Elizabeth Doyle, radio director; Reuben Cohen, Irving Kipnes, Sidney B. Wolfe, account executives.

RUSSELL C. COMER CO.
15 W. 10th St., Kansas City 5, Mo.
Tel.: Harrison 3964
Radio Dept.: Jon Yost radio director; Mrs. E. W. Golliher, media director.

COMPTON ADV. INC.
630 5th Ave., New York 20
Tel.: Circle 6-2800
Radio Dept,. Lewis H. Titterton, production vice president; Marjorie Irwin, business manager; Henry Clochessy, chief timebuyer.
Chicago 4—Suite 2142, 141 W. Jackson Blvd.; Tel.; Harrison 7-6935.
Cincinnati 2—Room 720-22, 525 Walnut St.; Tel.: Parkway 6961.
Hollywood 28—6253 Hollywood Blvd.; Hollywood 9-8107; Floyd Holm, vice president.
Milwaukee 3—744 N. 4th St.; Tel.: Broadway 1-9475.
Radio Accounts: Procter & Gamble Co. (N-S); Socony Vacuum Oil Co. (S); Standard Brands Inc. (S); Hubinger Co. (S); M. K. Goetz Brewing Co. (S); Personal Products Corp. (S); Goodyear Tire & Rubber Co. (S); Cochran Foil Co. (S); Campbell Soup Co. (N-S).

THOMAS F. CONROY INC.
1101 Majestic Bldg., San Antonio 5
Tel.: Garfield 3456

CO-ORDINATED ADVERTISING CORP.
9 E. 38th St., New York 16
Radio Dept.: Lester Wolf, executive producer; Arthur Peltz, director of radio.
Radio Accounts: Sunrise Food Stores; Pioneer Food Stores; General Baking Co.; Baker Importing Co. Frederick Lowenfels & Son.

COWAN & DENGLER INC.
527 5th Ave., New York 17
Tel.: Murray Hill 8-0700
Radio Dept.: Thomas H. Moore Jr., radio director.
Radio Accounts: Vermouth Industries of America Inc.; American Agricultural Chemical Co.; Charles P. Rogers Co.

JOHN GILBERT CRAIG ADV. INC.
913 Washington St., Wilmington 99, Del.
Tel.: 5-6185

CRAIG & WEBSTER ADV. AGENCY
22 Park Place, Lubbock, Tex.
Tel.: 2-2314
Radio Dept.: Rex Webster, radio director; Mrs. Florence Taylor, timebuyer.

CRAMER-KRASSELT CO.
733 N. Van Buren St., Milwaukee 2
Tel.: Daly 8-3500

CREAMER & CO.
6777 Hollywood Blvd., Hollywood 28
Tel.: Granite 4137
Radio Dept.: Ed Loveton, media director; Charles Hutchings, creative chief.

CROOK ADV. AGENCY
Southwestern Life Bldg., Dallas 1
Tel.: Riverside 1175

SAMUEL CROOT CO., INC.
28 W. 44th St., New York 36
Tel.: Bryant 9-2588
Radio Dept.: William Dollison, media director.

CUMMINGS, BRAND & McPHERSON ADV.
409 Gas-Electric Bldg., Rockford, Ill.
Tel.: 2-0677

CUNNINGHAM & WALSH INC.
260 Madison Ave., New York 16
Tel.: Murray Hill 3-4900
Radio Dept.: General Accounts—John R. Sheehan, radio director; David P. Lewis, assistant; Fred Baver, timebuyer; Liggett & Myers—Norman G. Gort, radio director; Moulton Sawin, R. P. Dunnell, assistants.
Hollywood 48—8420 Sunset Blvd.; Tel.: Granite 6131.
Radio Accounts: Liggett & Myers Tobacco Co. (N-S); Narragansett Brewing Co. (R-S); Northwest Airlines (S); Colgate-Palmolive-Peet Co. (S); Internat'l Silver Co. (Holmes & Edwards Div.) (S); Italian Line (S); The *News* (S); Pan American Coffee Bureau (S); Sunshine Biscuits Inc. (S).

D

DANCER - FITZGERALD-McDOUGAL INC.
(see Dancer - Fitzgerald - Sample Inc.)
114 Sansome St., San Francisco 4
Tel.: Douglas 2-5107

DANCER-FITZGERALD-SAMPLE INC.
(see Dancer - Fitzgerald - McDougal Inc. division)
347 Madison Ave., New York 17
Tel.: Oregon 9-0600
Radio Dept.: Adrian Samish, vice president, director.
Chicago 1—221 N. La Salle St.; Tel.: Financial 6-4700.
Hollywood 28—1680 N. Vine St.; Tel.: Hudson 2-3256.
Toronto 1—Dancer-Fitzgerald-Sample (Canada) Ltd., 6 King St., E.; Tel.: Empire 3-2851.

DAVIS & CO.
912 Pacific Mutual Bldg., Los Angeles 14
Tel.: Michigan 3908
Radio Dept.: Robert J. Davis, Jr., radio director; Toni Anthony, timebuyer.

LEONARD DAVIS ADVERTISING
107 Front St., Worcester 8, Mass.
Tel.: 7-3617
Radio Dept.: Leonard Davis, radio director; Marion Davis, timebuyer.
Radio Accounts: Park Theatre; Reck's Fur Shop; Lubin Clothing; W. T. Grant Co. (Worcester, Fitchburg, Leominster); R & R Plumbing Supply; Singer's Furniture; Grand View Market; World Pants Co.; Narcus Bros.; Fortin's Market.

ROBERT F. DENNIS ADV. AGENCY INC.
4564 York Blvd., Los Angeles 41
Tel.: Albany 2367
Radio Dept.: Robert F. Dennis, radio director.
Radio Accounts: Sparkletts Drink. Water Corp.

DEVEREUX & CO. INC.
266 Genesee St., Utica 2, N. Y.
Tel.: 3-8295

DIENER & DORSKIND INC.
147 W. 42d St., New York 36
Tel.: Bryant 9-8300
Radio Dept.: Leo Greenland, director; Harry Pollack, account executive; Larry Seymoure, timebuyer.

DOHERTY, CLIFFORD, STEERS & SHENFIELD INC.
350 5th Ave., New York 1
Tel.: Bryant 9-0445
Radio Dept.: Chester MacCracken, vice president in charge of radio; Donald H. Quinn, timebuyer.
Radio Accounts: Bristol-Myers Co. (N-S); Borden's Instant Coffee (R-S); Pharmaco Inc. (S).

RALPH L. DOMBROWER CO. INC.
11 E Franklin St., Richmond 19
Tel.: 3-111-3
Radio Dept.: T. Michaux Moody, radio director.
Radio Accounts: Etchison Hat Co. Inc.; Chesterfield Hat Corp.

DONAHUE & COE INC.
1270 6th Ave., New York 20
Tel.: Columbus 5-4252
Radio Dept.: A. Carl Rigrod, radio director; Evelyn Jones, timebuyer; Charles Patrick, Jack Rosenthal, Oliver A. Kingsbury, Latham Owens, James Ryan, account executives; A. B. Churchill.
Radio Accounts: River Brand Rice; N. Y. *World Telegram & Sun;* N. Y. *Herald Tribune;* Metro - Goldwyn-Mayer; Loew's Theatres Inc.; Republic Pictures; Atlantic Ale & Beer; Brandt Theatres; Monarch Wine Co. (all S).

W. B. DONER & CO.
505 Washington Blvd. Bldg., Detroit 26
Tel. Woodward 5-7400
Radio Dept.: Julian A. Grace, Charles F. Rosen, Felix Hower, Wilfred B. Doner.
Chicago—Tel: Dearborn 24676; Marvin H. Frank.
Radio Accounts: Speedway Petroleum Corp.; Feigenson Bros. Co.; Altes Brewing Co.; Hub Appliance Stores; Big Bear Markets; Federal Dept. Stores; American Savings & Loan Assn.; Annis Furs; Hygrade Food Products Co.; Richards Drive In Cafeterias; Wolverine Raceway.

DOREMUS AND COMPANY
120 Broadway, New York 5
Tel.: Worth 4-0700
Radio Dept.: Edwin R. Rooney Jr., radio director.
Boston 9—53 State St. Tel.: Lafayette 3-0770. Charles W. Morse, vice president.
Philadelphia 2—1518 Walnut St. Tel.: Pennypacker 5-4477. Howard York, vice president.
Chicago 4—208 S. LaSalle St. Tel.: Central 6-9132. Charles C. Greene, vice president.
San Francisco 8—425 Bush St. Tel.: Yukon 2-4080. Ronald Brindley, vice president.
Radio Accounts: Kidder, Peabody & Co.; Union Trust Co.; Troy Savings Bank; Calvin Bullock; Wellington Fund; Provident Trust; Penington Colkert; Methodist Radio Soc. of Pa. & N. J.; Seilers Inc.; Estabrook & Co.; R. L. Day & Co.; Boston 5-Cent Savings Bank; Boston Federal Savings & Loan Assn.; Automatic Heating Corp. of America; Diamond Match Co.; Pastene Wine & Spirits; American School; Lawn Savings & Loan Assn.; St. Paul Savings & Loan Assn.; Crocker Nat'l Bank.

JOHN C. DOWD INC.
(also see Dowd, Redfield & Johnstone Inc., affiliated agency)
212 Park Sq. Bldg., Boston 16
Tel.: Hubbard 2-8050
Radio Dept.: T. B. Pitman Jr., radio director; L. Stone, W. Walsh.

DOWD, REDFIELD & JOHNSTONE INC.
(see John C. Dowd Inc.)
501 Madison Ave., New York 22
Tel.: Murray Hill 8-1275
Radio Dept.: Harry H. Patterson, radio director; Wallace H. Lancton, assistant; Betty Nasse, timebuyer; Mary Ryan, assistant timebuyer.
Radio Accounts: Block Drug Co. (S); American Protam Co. (N-S); Save-By-Mail Inc.; Stahl-Meyer Inc. (S); Bonoil Pkg. Co. (S); Albert Ehlers Inc. (S); Cott Beverage Co. (S); Bristol-Myers Co. (N-S); Rapidol Dist. Corp. (S); Dormin Inc. (S); Continental Glass Heat (S).

DUNDES & FRANK INC.
64 W. 48th St., New York 19
Tel.: Plaza 7-0750
Radio Dept.: Ben Frank, radio director.

ROY S. DURSTINE INC.
730 Fifth Ave., New York
Tel.: Circle 6-1400
Radio Dept.: Maria Cayaras, timebuyer; Hubert Wilke, radio producer; John Malone, account executive.
Los Angeles—3440 Wilshire Blvd. Tel.: Dunkirk 8-3411.
San Francisco—156 Montgomery St. Tel.: Yukon 6-6917.

E

EASTBURN & SIEGEL
623 Spring St. N. W., Atlanta
Tel.: Vernon 4707
Radio Accounts: City Sewing Center; State Vacuum Stores; Southern Food Foundation; Motor Exchange; State of Georgia; Spiegel Enterprises; Newbro Mfg. Co.; Prior Tire Co.; Charm Cards Inc.

ADAM F. EBY ADVERTISING
336 Andrews Bldg., Buffalo, N. Y.
Tel.: Madison 2921
Radio Dept.: Adam F. Eby, Judy Diebold.
Radio Accounts: Chip Steaks of N. Y.; Stamford Park Race Track; S. R. Gerber Sausage Co. Inc.; Loretto Foods; Mitchell Foods; Gro Green Products; Troyer Driveway Service; Erie Club of Buffalo; Dewey Michaels Promotions; Lang's Creamery; Hunt for Chevrolet Inc.

ELLINGTON & CO. INC.
535 5th Ave., New York 17
Tel.: Murray Hill 7-4300
Radio Dept.: Hal James, vice president in charge of radio; Dan Kane, business manager, timebuyer; Howard Doyle, radio copy chief; Barbara Smith, radio continuity; Doris Lustgarten, new programs; Kay Woelfle, radio production assistant.
Radio Accounts: Cities Service Gas & Oil (N); McKesson & Robbins (S); Bayuk Cigars (S); Cadbury Fry Candy (S).

EMERY ADV. CORP.
2 N. Ave. East, Baltimore 2
Tel.: Vernon 3731

ROBERT J. ENDERS ADV. INC.
1415 K St., N. W., Washington 5
Tel.: Sterling 2222
Radio Dept.: Mary Griffin Jr., radio director; Anne Merriman, timebuyer; William F. Fitzgerald, Sylvia Devey, Margot Phillips, Hal Rosen, Alfred K. Fingermann, Robert L. Friend, John Swallow, Rudy Vallee, Howard A. Enders, Robert J. Enders.
Philadelphia—Packard Bldg.; Tel.: Rittenhouse 6-5491; Alfred F. Fingermann, manager.
Hollywood—6611 Santa Monica Blvd.; Tel.: Hillside 6118; John Swallow Jr.
New York—270 Park Ave.; Tel.: Plaza 5-4952; Howard A. Enders, vice president.

ALVIN EPSTEIN ADV.
1407 G St., N. W., Washington 5
Tel.: Sterling 3-8850
Radio Dept.: Toni Pearson, radio director, timebuyer; Jean Senter, Juanita Summers, copywriters; Frank Boucher, sales promotion; Jackie Ganze, research; Ruth Graze; Jerome Horwitz, account executives.
Radio Accounts: Dalton's Finance; Clean-Rite Appl.; Crown Credit Co.; Dailey's Clothiers; Certified TV Service; Louis Bernheimer Theatres; Valley Forge Beer; U. S. Storage Co.; Thompson's Honor Dairy; Thomas Circle Radio & TV Co.; Best Theatres; San Bar Restaurant; Shaw & Shaw jewelers; Sears, Roebuck & Co.; Eli Rubin Co.; Quality Music; Nat'l Pipe & Tobacco Co.; R. Mars Contract Co.; Lloyd's of Connecticut Ave.; Herson's 8 & 0; Gertler Furs; Famous Appliances; Dynamic Music; Dynamic Electronics; Greber Bros. Appliance Distributors.

ERWIN, WASEY & CO. INC.
420 Lexington Ave., New York 17
Tel.: Lexington 2-8700
Radio Dept.: James C. Douglass, vice president in charge of radio; Michael Levin, director of radio creative production; Keith Shaffer, radio business manager; Raymond Simms, timebuyer.
Los Angeles 36—5045 Wilshire Blvd.; Tel.: Webster 1-1211; Robert L. Redd, vice president in charge.
Chicago 1—230 N. Michigan Ave.; Tel.: Randolph 6-4952; L. R. Northrup.
Minneapolis 2—Rand Tower; Tel.: Atlantic 1233; Mac Martin.
Oklahoma City 2—First Nat'l Bank; Tel.: 7-5429; Harold Halsell.
Toronto, Canada—1170 Bay St.; Tel.: Randolph 5187; Ralph L. Lawson.
Montreal, Canada—1121 St. Catherine St.; Tel.: Plateau 9146; Charles Sheppard.

BENJAMIN ESHLEMAN CO.
1522 Locust St., Philadelphia 2
Tel.: Kingsley 5-2590

WILLIAM ESTY CO. INC.
100 E. 42d St., New York 17
Tel.: Murray Hill 5-1900
Radio Dept.: Charles R. White, Helen Phillips; Rachard C. Grahl, timebuyer.
Radio Accounts: R. J. Reynolds Tobacco Co. (N-S); Colgate-Palmolive-Peet Co. (N-S); Coca-Cola Bottling Co. (S); Nat'l Carbon Co. (S).

EVANS & ASSOC. ADV.
9th Floor, Dan Waggoner Bldg., Fort Worth 2, Tex.

EVERLING ASSOCIATES
1015 Chestnut St., Philadelphia 7
Tel.: Market 7-2617
Radio Dept.: Alice L. Mooney, timebuyer & account executive; Frank J. Corkery, account executive.

EXPORT ADV. AGENCY
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-3875

F

FACTOR-BREYER INC.
607 S. Hobart Blvd., Los Angeles 5
Tel.: Dunkirk 8-8111
Radio Dept.: Farlan Myers, radio director; Ted H. Factor, Donald A. Breyer, Mervyn G. Oakner, account executives; Bernice Levitas, timebuyer.
Radio Accounts: Farmers' Insurance; Mission Pak; Union Mortgage Co.; Studio Girl Cosmetics; J. N. Ceazan Co.; Sav-On Drug Stores; Necchi Sewing Machine; Hartfield Stores.

MIKE FADELL ADV. AGENCY
525 Northwestern Bank Bldg., Minneapolis 2
Tel.: Atlantic 3416

FEIGENBAUM & WERMEN ADV. AGENCY
1922 Spruce St., Philadelphia 3
Tel.: Locust 4-1536
Radio Dept.: Stanley Goldstein, radio director.
Radio Accounts: Arrow Store; Old Export Beer; Federal Savings Assns.; Hardwick & Magee; Royalist Cigars; Bendlers Furniture; Garden State Motors; Fox Weis Furs; Reliable Motors; Bunting Glider Co.; Yankee Maid Meat.

COURTLAND D. FERGUSON INC.
315 Nat'l Press Bldg., Washington 4
Tel.: National 7713
Radio Dept.: Joseph McJimsey, radio director.
New York—45 Rockefeller Plaza. Tel.: Plaza 7-2411. Phil Jackson, manager.
Richmond—Life Insurance Co. of Virginia Bldg. Tel.: 7-0788. Richard Nall, manager.
Radio Accounts: Lincoln Warehouse Corp. The Mann Co.; Schindler's Peanut Prod.; Briggs & Co.; Bergmann's Laundry; Griffith Consumers, Stanley Horner Inc.; Rockingham Poultry; Smith's Transfer & Storage.

LAWRENCE FERTIG & CO. INC.
149 Madison Ave., New York 16
Tel.: Murray Hill 9-7100
Radio Dept.: Joseph Mintzer, radio director and timebuyer.

FIRST UNITED BROADCASTERS
201 N. Wells St., Chicago 6
Tel.: Randolph 6-7800
Radio Dept.: Hugh Rager, managing director; Maryellen Convery, timebuyer.

M. M. FISHER ASSOCIATES
134 N. LaSalle St., Chicago 2
Tel.: Central 6-1610 or 6-1611
Radio Dept.: Jack L. Fisher Sr., owner, account executive; Jack L. (Bud) Fisher Jr., co-owner, account executive. Helene Heinz, timebuyer.
Radio Accounts: Bell Savings & Loan Assn.; Central Democratic Committee of Cook Cty.; Tam O'Shanter Country Club (golf); United Artists Corp.; Universal-International Picture Corp.; National Foundation for Infantile Paralysis; B & B Enterprises; Central Rug & Carpet Co.; Monroe Theatre.

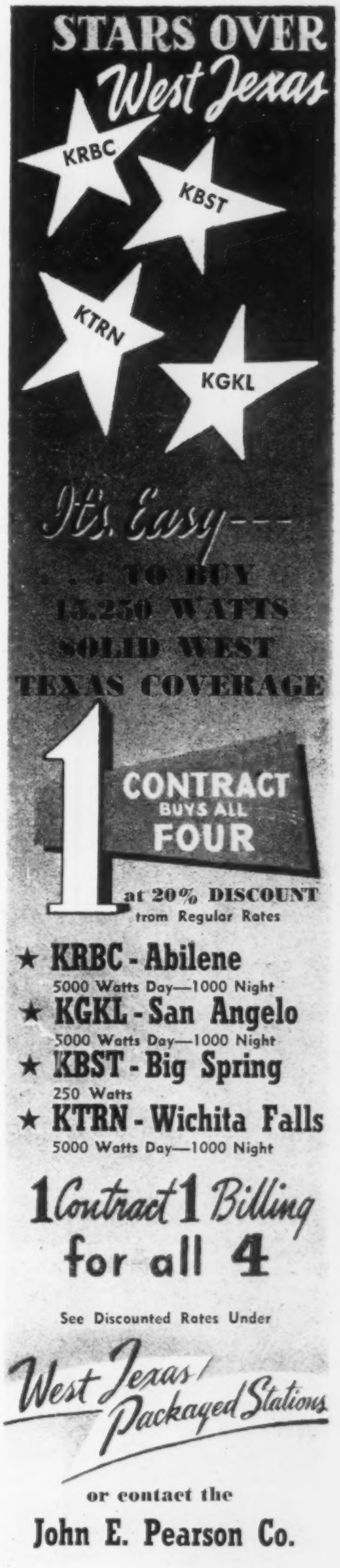
FITZGERALD ADV. AGENCY
Lee Circle Bldg., New Orleans 13
Tel.: Tulane 3131
Radio Dept.: Aubrey Williams, radio director; Mrs. Marie O'Meara, assistant; Dorothy Estes, radio coordinator; Alice Gum, radio traffic; Dorothy Grace, radio promotion, ratings, market data.
Radio Accounts: Wesson Oil & Snowdrift Sales Co. (N-S); Jackson Brewing Co.; Pan-Am Southern Corp.; Alabama-Georgia Syrup Co.; Blue Plate Foods; Godchaux Sugars Inc.; H. G. Hill Stores Inc.; La. State Rice Milling Co.; Maison Blanche; Southern Cotton Oil Co.; Southern Shell Fish Co.

FLACK ADV. AGENCY INC.
Hills Bldg., Syracuse 2, N. Y.
Tel.: 2-3129

RICHARD A. FOLEY ADV. AGENCY INC.
1528 Walnut St., Philadelphia 2
Tel.: Kingsley 5-1560
Radio Dept.: Frank Knight, radio director; David A. Smith, head timebuyer.
Radio Accounts: Baltimore & Ohio R. R.; Abbotts Milk, Ice Cream; Delaware Park Race Track; Beneficial Saving Fund; Burks Pork Products.

FOOD RESEARCH & ADVERTISING
159 E. Chicago Ave., Chicago 11
Tel.: Superior 7-6664
Radio Dept.: Norman E. Kraff, radio director.
Radio Accounts: Macaroni Dinners Inc.; Jordan Carpet Co.; Chef Michele Foods; Adjustable Steel

(Continued on page 404)



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★ KTRN - Wichita Falls
5000 Watts Day—1000 Night

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for all 4

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West Texas Packaged Stations

or contact the
John E. Pearson Co.

Post Corp.; Cubette Feeds; Guard Graphite Oil Co.

FOOTE, CONE & BELDING
247 Park Ave., New York 17
Tel.: Murray Hill 8-5000
Radio Dept.: Roger Pryor, Edmund L. Cashman, radio vice presidents; Thomas M. McDonnell, program development director; George Wolf, radio production director.
Chicago 11—155 E. Superior St.; Tel.: Superior 7-4800; Richard J. Cunningham, broadcast operations manager; Harold H. Webber, vice president in charge of media & research; Robert Hussey, vice president, media director; Harry Dieter, radio business manager; Genevieve Lemper, timebuyer.
Los Angeles 17—Statler Center, 900 Wilshire Blvd.; Tel.: Madison 9-3611; George Weaver, media director; Lydia R. Hatton, timebuyer.
San Francisco 4—235 Montgomery St.; Tel.: Sutter 1-2355; Llew A. Jones, media director; Russ Collier, assistant media director; Helen Stenson, timebuyer.
Hollywood 28—6233 Hollywood Blvd.; Tel.: Hollywood 9-6265; C. Burt Oliver, vice president, general manager.
Houston 2—510 Taft; (mail) P. O. Box 4223, Houston 14; Tel.: Justin 5461; Grace Spanihel, timebuyer; Stephen R. Wilhelm, vice president, general manager.
Portland 4, Ore.—644 Pacific Bldg.; Tel.: Broadway 3732; Leith F. Abbott, manager.
Montreal 2—925 Dominion Sq. Bldg., 1010 St. Catherine St. W.; Tel.: University 6-8591.
London W. 1—27 Hill St.; Tel.: Mayfair 9181; Brian F. Maccabe, managing director.
Radio Accounts: General Foods; Liebmann Breweries; New York Central; Lever Bros.; American Bakers Assn.; Armour & Co.; Frigidaire Div. General Motors; Hall Bros.; Toni Co.; Internat'l Cellucotton Products; Acme Brewing; Bullock's; Hoffman Radio; Hughes Aircraft; Lockheed; Purex Corp. Ltd.; Security-First National Bank; Sunkist Growers; Union Oil; Westgate-Sun Harbor.

FORT & CO.
416 Providence Rd., Charlotte 1, N. C.
Tel.: 4-7122
Radio Dept.: John L. Fort.

ALBERT FRANK-GUENTHER LAW INC.
131 Cedar St., New York 6
Tel.: Cortlandt 7-5060
Radio Dept.: Robert W. Day, vice president.
Boston 9—10 Post Office Sq.; Tel.: Hancock 6-5900
Chicago 2—1 N. LaSalle St.; Tel.: Dearborn 2-6424
Philadelphia 2 — Packard Bldg.; Tel.: Rittenhouse 6-3915
San Francisco 8—246 Bush St.; Tel.: Yukon 6-4641
Washington—1510 19th St. N.W.; Tel.: Columbia 5-4888
Radio Accounts: Kiplinger Washington Agency Inc.; Bache & Co. (S); United Business Service (S); Western Union Telegraph (S).

JONES FRANKEL CO.
180 N. Wabash Ave., Chicago 1
Tel.: Dearborn 2-5745
Radio Dept.: Lew Sanders, radio director; A. G. Gaines, J. B. Frankel (president), account executive.

FREDERICK-CLINTON CO. INC.
545 5th Ave., New York 17
Tel.: Murray Hill 2-7433
Radio Dept.: Sydney Rubin, vice president, radio director.
Radio Accounts: Modene Paint Co. (S); Adler Shoes for Men (S); Penobscot Shoes (S); Vim Electric Co. (S).

CURT FREIBERGER & CO.
1439 Court Place, Denver 2
Tel.: Alpine 2048
Radio Dept.: Curt Freiberger, account executive and timebuyer; Steve Demarest, copy chief.

OAKLEIGH R. FRENCH & ASSOC.
4235 Lindell Blvd., St. Louis 8
Tel.: Newstead 0037

FRENCH & PRESTON INC.
1 E. 43d St., New York 17
Tel.: Murray Hill 7-8550
Radio Dept.: Charles R. Tanton, radio director; Mildred Gannon, timebuyer; James P. Selvage, Ted Price, Marjorie Dorrance, account executives.
Washington—1730 I St. N.W.; Tel.: Republic 7-4041; Samuel Bledsoe, manager.
Radio Accounts: Grand Union Co. (S); Francis I. DuPont & Co. (S); Minwax (S); Teddy's The House of Sea Food (S); Nat'l Republican Senatorial Committee (N-S); Gray Mfg. Co. (N).

AD FRIED AGENCY
(see "A" listing).

FRIEND-REISS-McGLONE
221 W. 57th St., New York 19
Tel.: Plaza 7-8030
Radio Dept.: Edward Ratner, radio director.
Radio Accounts: Merkin Paints, Grayson-Robinson; Liqui-Moly; Sweet-Orr; S. Klein; Lafayette Radio; St. Mary's Coats; Grossett & Dunlap.

HARRY M. FROST CO. INC.
260 Tremont St., Boston 16
Tel.: Liberty 2-0813

FULLER & SMITH & ROSS INC.
71 Vanderbilt Ave., New York 17
Tel.: Murray Hill 6-5600
Radio Dept.: A. E. Duram, radio director; Peter Cardozo, creative copy supervisor; Byron McKinney, radio production supervisor; Ed Kirschner, timebuyer.
Cleveland 15—1501 Euclid Ave.; Tel.: Cherry 1-6700; Richard Reynolds.
Chicago 3—105 W. Adams St.; Tel.: Andover 3-5041.
Radio Accounts: Owens-Corning Fiberglas (N); Keystone Steel & Wire Co. (N); Bryant Heater Div. (S); Burkhardt Brewing Co. (S); Commercial Solvents Corp. (S); Hercules Powder Co (S); Linen Thread Co. (S); Mellon Nat'l Bank (S); Pennzoil Co. (S).

G

GARDNER ADVERTISING CO.
915 Olive St., St. Louis 1
Tel.: Central 3200
Radio Dept.: William D. Fisher, vice president, director; Al Chance, production manager; May Kohler, Marshall Smith, production supervisors; Jay Kacin, assistant director; Champ Humphrey, vice president, media research; John Naylor, radio media director; Phil Archer, Grace McMullan, Earl Hotze, timebuyers; Don Cole, promotion director; Jo Mueller, radio traffic.
New York 20—9 Rockefeller Plaza. Tel.: Columbus 5-2000. Roland Martini, vice president in charge, radio director; James Marshutz, assistant.
Radio Accounts: Pet Milk (N-S); Barton Mfg Co. (S); Lion Oil Co. (S); Grove Labs. (S); Ralston Cereals (N-S); First Nat'l Bank; Independent Packing Co.; Monsanto Chemical Co.; Union Electric Co.

SIDNEY GARFIELD & ASSOC.
45 Second St., San Francisco 5
Tel.: Exbrook 2-3420
Radio Dept.: Harold M. Walker, vice president, radio director; Audrey Wagenknecht, timebuyer.
Radio Accounts: Kay Jewelers; No Doz Awakeners; Vano Products; Rough Rider Slacks; Pacific Veg. Oil; Trader Scott; Shut-Eye.

NEWSOM W. GAY ADV.
Gulf States Bldg., Dallas 1
Tel.: Prospect 7300

GEARE-MARSTON INC.
SE corner 22d & Locust Sts., Philadelphia 3
Tel.: Locust 4-0530

GEMMER ASSOC. INC.
208 Strauss Bldg,, Fort Wayne 2, Ind.
Tel.: Anthony 1157
Radio Dept.: Duane A. Zimmerman, radio director; Glen H. Smith, account executive.
Radio Accounts: Coal Heating Service; Bluffton Grocery Co.; Eskay Dairy; Hargas-Mills Candy Shops; I. M. O. Distributors; North American Van Lines; Wayne Candies; Jim Kelley Motors.

GEYER ADVERTISING INC.
745 Fifth Ave., New York 22
Tel.: Plaza 5-5400
Radio Dept.: George Duram, vice president, media director; Harry Ford & George Kern, associate media directors; Betty Powell & Jack Manning, timebuyers; Frederick Long, radio production director.
Dayton 2—931 Third Nat'l Bldg.; Tel.: Fulton 4145; E. G. Frost, manager.
Detroit 32—14250 Plymouth Rd.; Tel.: Webster 3-5520; Walker R. Graham, Ralph L. Wolfe, co-managers.
Los Angeles—1680 N. Vine St.; Tel.: Granite 6114; Wright Nodine, Vice president & account executive, in charge.

GIBBONS ADVERTISING AGENCY
802 Daniel Bldg., Tulsa 3
Tel.: 4-2444
Radio Dept.: Account executives J. Burr Gibbons, president; John B. Gibbons, vice president; Mercedes Freiday, radio director.
Radio Accounts: Nat'l Bank of Tulsa; Stanleys Funeral Service; State Federal Savings & Loan Assn.; Wortz Biscuit Co.; Tom P. McDermott Inc.; Sand Springs Turkey Farms; Pedrick Labs Inc.; H. M. McDaniel Co.; Prayson Candies Co.; Hope Lumber & Supply Co.; Comet Moving & Storage Co.; Southwest Steel Co.

GILLHAM ADV. AGENCY
Continental Bank Bldg., Salt Lake City
Tel.: 4-5516
Radio Dept.: Heber G. Wolsey, radio director; Larch Cody, assistant director.
Radio Accounts: Cloverleaf Dairy; Colville Ice Cream Co.; Fisher Brewing Co.; Freed Motor; Ogden First Federal Savings; Petty Motor; Purity Biscuit Co.; Royal Baking Co.; Sego Milk Products; Streator Chevrolet Co.; Union Pacific Railroad; Utah Oil Refining Co.; Utah Power & Light; First Federal.

BERT S. GITTINS ADV.
739 N. Broadway, Milwaukee 2
Tel.: BR 6-5948

GLASSER-GAILEY INC.
301 S. Harvard Blvd., Los Angeles 5
Tel.: Dunkirk 4-2141

WM. GLAZER ADV. AGENCY
707 United Office Bldg., Cleveland 13
Tel.: Main 1-7898
Radio Dept.: William Glazer; W. J. Gabriel Jr.
Radio Accounts: Foodtown Super Markets; Mary Lee Candies; Anchor Rubber Products; Doan Mfg. Co.

GLENN ADV. INC.
600 Bailey Ave., Fort Worth, Tex.
Tel.: 2-4476
Dallas 1—1915 Elm St.; Tel.: Riverside 6685.
Los Angeles 43—5429 Crenshaw Blvd.; Tel.: Axminister 2-3063.

GLENN-JORDAN-STOETZAL INC.
307 N. Michigan Ave., Chicago 1
Tel.: State 2-8927
Radio Dept.: John C. Whitley, media director, timebuyer; R. Rozema, account executive.
Radio Accounts: Back to God Hour (Christian Reformed Church) (N-S).

GLEW ADVERTISING AGENCY
211 N. Lafayette Ave., Grand Rapids 3, Mich.
Tel.: 9-4052
Radio Dept.: Francis K. Glew.

GODOY & CROSS ADV. AGENCY
Prado 51, Havana, Cuba
Tel.: A-1941

GOODKIND, JOICE & MORGAN INC.
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6747
Radio Dept.: Florence Neighbors, radio director; H. P. Roberts, executive vice president.

KENT GOODMAN ADV.
6047 Hollwood Blvd., Hollywood 28
Tel.: Gladstone 7168
Radio Dept.: Kent Goodman, radio director; Helen Neschime, timebuyer; Joan Chapman & Larry Goodman, account executives.
Radio Accounts: Transmission Exchange Co.; DuBont Motors; Crenshaw Car Center; Mist-Master.

PHIL GORDON AGENCY INC.
23 E. Jackson Blvd., Chicago 4
Tel.: Harrison 7-2103
Radio Dept.: Harry Feuer, radio director; Edward Stern, assistant.
Radio Accounts: I. J Grass Noodle Co. (S-N); Esserman Motors (S); Flavour Candy Co. (S); Honey Bee Co. (S); Artistic Card Co. (S).

GOTHAM ADVERTISING CO.
2 W. 46th St., New York 36
Tel.: Luxemburg 2-2880
Radio Dept.: Arthur A. Kron, radio director; Kathleen K. Barton, spot timebuyer; Sally Allen, network timebuyer.
Radio Accounts: Lutheran Laymen's League.

CLARENCE M. GOTSCH & ASSOC.
57 E. Jackson Blvd., Chicago 4
Tel.: Wabash 2-9352
Radio Dept.: Clarence M. Gotsch.

GRANT ADV. INC.
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6500
Radio Dept.: Harry J. Holcombe, radio director; Jane Baker, assistant; Fred Norman, radio media director; Tee V. Watson, radio media timebuyer; W. R. Watson, H. A Jones, W. H. Alexander, L. R. McIntosh, K. Browning, J. Fitsmorris, Hill Blackett Jr., account executives.
Dallas 1—1313 Gulf States Bldg.; Tel.: Prospect 8121; Thomas Murphy.
Detroit 26—2450 Guardian Bldg.; Tel.: Woodward 3-9400; Edward Grace.
Hollywood—813 N. Highland Ave.; Tel.: Hollywood 9-5371; P. L. Bradley.
Washington 6—1741 DeSales St.; Tel.: Sterling 1467; J. Holt.
Miami 32—Langford Bldg.; Tel.: Miami 3-0773; John Dey.
New York 21—655 Madison Ave.; Tel.: Templeton 8-9393; Robert Cole.
Portland, Ore.—American Bank Bldg.; Tel.: Capitol 9609; T. N. Tracy.
San Francisco—593 Market St.; Tel: Douglas 2-0369; Jack Early.
Other offices in Bogota, Colombia; Bombay, India; Buenos Aires, Argentina; Calcutta, India; Cape Town, S. Africa; Caracas, Venezuela; Havana, Cuba; Hong Kong, China; Johannesburg, S. Africa; Karachi, Pakistan; London, England; Madras, India; Manila, P. I.; Mexico City, Mex.; Monterrey, Mex.; Montreal, Quebec, Canada; New Delhi, India; Panama, R. de Panama; Rio de Janeiro, Brazil; Santiago de Chile; Sao Paulo, Brazil; Toronto, Ont., Canada.
Radio Accounts: Dodge Div. of Chrysler Corp. (N-S); J. A. Folger & Co. (S); Wander Co. (N-S); Cudahy Pkg. Co. (N-S); Oelrich & Berry (S); Farmcrest Bakeries (S); Chicago Western Corp. (S); Lucky Tiger Hair Tonic (S); Texas Bank & Trust Co. (S); Fuchs Baking Co. (S); Nat'l Airlines (N-S); Florists Telegraph Delivery Assn. (N-S); Excell Labs. (S); Bell Cleaning & Laundry Co. (S).

WILL GRANT ADV. AGENCY
3729 W. 3d St., Los Angeles 5
Tel.: Dunkirk 7-3361

GRAY & ROGERS
12 S. 12th St., Philadelphia 7
Tel.: Walnut 2-3636
Radio Dept.: Edmund H. Rogers, partner in charge of radio; Walter M. Erickson, radio department head, media, production; John C. Hirst, copy, production; Charlotte Baumann, media assistant.
Radio Accounts: Bell Telephone Co. of Pa.; Diamond State Telephone Co.; Associated Hospital Service of Philadelphia; Hospital Service Plan of Lehigh Valley; M. A. Hanna Co.; Chevrolet Dealers Assoc.; Phila. Zone Planning Assoc.; Phila. Saving Fund Society; Spring Garden Institute; Thomas A. Edison Inc.; Phila. Park Amusement Co.

GREGORY & HOUSE INC.
2157 Euclid Ave., Cleveland 15
Tel.: Main 1-7822
Radio Dept.: Bromley House, radio director; Marian Reeves, timebuyer; Miss Judith Kline, assistant timebuyer; Howard Senor, Honor Gregory, account executives.
Radio Accounts: Grocery chain; appliance distributor, meat packer, real estate broker, bakery and insurance company.
Los Angeles—303 S. New Hampshire. Tel.: Dunkirk 86187; Clarence Horowitz, manager; account executives, James Hamilton, Kira Melis, Milton Backman.
Terre Haute—522 Ohio St. Tel.: Crawford 8048; Myra Janco, manager, account executive.
Radio Accounts: Cleveland Provision; Cleveland Union Stock Yards; Duge Distributing Co.; R. A. Gall Realty; Household Sales Co.; Lorain County Savings & Trust Co.; Maytag Sales Co.; Pick-N-Pay Food Stores; Spang Baking Co.; Harden Shoes; Visconsi Builders; Lindy's Inc.; Denels Music Co.; Allied Carpet Co.

GREY ADV. AGENCY INC.
166 W. 33d St., New York 1
Tel.: Chickering 4-3900
Radio Dept.: Alfred L. Hollender, vice president, radio director; Barbara Jones, manager of radio department; Gerald Ford, radio production manager; George Feld, production assistant; Helen Hartwig, timebuyer.
Radio Accounts: Ronson Art Metal Works (N-Canada); Kirsch Beverages (S); *Coronet* Magazine (S).

XUM

GRIFFITH-McCARTHY INC.
601-605 Times Bldg., St. Petersburg 1, Fla.
Tel.: 7-4311
Tampa—206 S. Franklin St.; Tel.: 2-9644

JULIAN GROSS ADV. AGENCY INC.
11 Asylum St., Hartford 3, Conn.
Tel.: 7-7179

GRUBB & PETERSEN ADV. AGENCY
111 N. Market St., Champaign, Ill.
Tel.: 6-3766
Radio Dept.: T. R. Hopkins; Helen Malott.

GUENTHER, BROWN & BERNE INC.
1418 Enquirer Bldg., Cincinnati 2
Tel.: Garfield 4244
Dayton—3 E. 2nd St.; Tel.: Hemlock 7411.

GUILD, BASCOM & BONFIGLI INC.
130 Kearny St., San Francisco 8
Tel.: Yukon 2-6040
Radio Dept.: Fred Graeser, radio director; Rod MacDonald, media director.
Radio Accounts: Rosefield Pkg. Co.; Good Foods Inc.; Roman Meal Co.; Gravem-Inglis Baking Co.; Golden State Co.; Gurley-Lord Co.; Girard's.

LAWRENCE C. GUMBINNER ADV. AGENCY INC.
655 Madison Ave., New York 21
Tel.: Templeton 8-1717
Radio Dept.: Paul Gumbinner, radio director and timebuyer; Miss "Dusty" Miller, assistant.
Radio Accounts: ChapStick Co.; Messing Bakeries Inc.; Rose-Lux Chemical Co.; S. A. Schonnbrunn & Co. Inc.

H

WM. J. HACKENBERG ADVERTISING
206 Main St., Wheeling, W. Va.
Tel.: Wheeling 6983
Radio Dept.: Wm. J. Hackenberg.
Radio Accounts: Cooey-Bentz Co.; Matz Brewing Co.; Posine Jewelers; Alexander & Co.; Colvig's; Horne's.

HERBERT SUMMERS HALL ADV.
30 N. LaSalle St., Chicago 2
Tel.: State 2-0670
Radio Dept.: H. S. Hall, F. W. Hall, S. E. Boren.
Radio Accounts: Mah Chena Corp.; Hamilton Foods Inc.; NuTrishus Products Corp.; Dav Razor Blade Co.; Midwest Food Dist. Co.

JOHN L. HALPIN ADVERTISING
208 State St., Schenectady 5, N. Y.
Tel.: 2-0492
Radio Dept.: John L. Halpin, timebuyer.
Radio Accounts: Airport Rug & Carpet Co.; Shrewsbury Rug & Carpet Co.; Schenectady Rug & Carpet Store; Mohawk Nat'l Bank; Cobleskill Agricultural Society; Mineola Rug & Carpet Co.

HAMMER CO.
171 Church St., Hartford 3, Conn.
Tel.: 7-0183
New York—1819 Broadway; Tel.: Plaza 7-0955.

HANLY, HICKS & MONTGOMERY INC.
500 Fifth Ave., New York 18
Tel.: Longacre 5-5000
Radio Dept.: H. E. Lehman, media director; account executives, H. M. Montgomery, Robert Mann.
Chicago 6—400 W. Madison St. (Wallace-Ferry-Hanly Co.) Tel.: Franklin 2-6440. J. T. Ainley, radio director; L. T. Wallace, account executive.

HANSON & RIDLON ASSOC.
212 Essex St., Boston
Tel.: Hancock 6-4924
Radio Dept.: J. A. Ridlon, timebuyer & radio director.
Radio Accounts: Touraine Paints.

HARRINGTON-RICHARDS
(see Fletcher D. Richards)
256 Sutter St., San Francisco 8
Tel.: Exbrook 2-6025
Radio Dept.: Virginia Miller, timebuyer; A. E. Smith, Henry W. Peterson, account executives.
Los Angeles 36—5816 Wilshire Blvd. Tel.: Webster 3-5577; Greacen R. Mitchell.

R. T. HARRIS ADVERTISING AGENCY INC.
Walker Bank Bldg., Salt Lake City 1
Tel.: 3-8815
Radio Dept.: Keith Montague, R. T. Harris, Robert G. Love.
Radio Accounts: Morning Milk Co.; Prudential Federal Savings & Loan Assn.; Weber-Central Dairy; Hotel Utah; Clover Club Foods; Wyoming Dairy Products; Holsum Bread, Associated Grocers; Home Dairy.

HART-CONWAY CO. INC.
45 Exchange St., Rochester 14, N. Y.
Tel.: Locust 3520
Radio Dept.: H. Lyman Hart, Harold E. Kennedy, John P. Street, Joseph P. Brown, E. Ward Phillips, John M. Nixon, account executives.
Radio Accounts: Blue Boy Dairy; F. Cappellino & Sons; Crescent-Puritan Laundry; Genesee Valley Trust Co.; Genesee-Monroe Racing Assn.; Haxton Foods Inc.; Levis Music Store; Qualtop Beverages Inc.; Roseland Park; Security Trust Co.; Siebert & Sons, Sears, Roebuck & Co.; Standard Brewing Co.; Hallman Chevrolet Co.; Franklin Chemical Co.; Kemp Equipment Co.; Sheraton Hotel; W. C. Zink Inc.

GEORGE H. HARTMAN CO.
307 N. Michigan Ave., Chicago 1
Tel.: State 2-0055
Radio Dept.: Thomas Kivlan, vice president for broadcasting; Charles Golling, radio director; John T. Holloway, David Coey, account executives.
Radio Accounts: Chicago Show Printing Co.; Hartz Mountain Products; Nash-Underwood Inc.; Nelson Bros.; P. A. Starck Piano Co.; Vermont Marble Co.; Lanahan Co.; United Biscuit Co. (Lakeside, Manchester and Sawyer Divs.)

HARVEY-MASSENGALE CO. INC.
Walton Bldg., Atlanta 3
Tel.: Walnut 9117
Durham, N. C.—Snow Bldg.; Tel.: J-8451

HEINTZ & CO. INC.
323 W. Sixth St., Los Angeles 13
Tel.: Michigan 6061
Radio Dept.: June Morgan, account executive, radio director, timebuyer; account executives, Herbert R. Dickow, Robert P. Heintz.
Radio Accounts: Knudsen Creamery Co.; Dempsey-Tegeler & Co.; Standard Federal Savings and Loan Assn.; 4 Seasons Inc.; Sterling Electric Motors Inc.

PAUL LYNN HELLER ADV. INC.
911 13th St., N. W., Washington 5
Tel.: National 8-7638
Radio Dept.: Paul Lynn Heller, Gerald F. Feld, Charles H. McCarthy Jr.

HENDERSON ADVERTISING AGENCY
9 W. McBee Ave., Greenville, S. C.
Tel.: 3-8381
Radio Dept.: James M. Henderson, Harold K. McIntyre, account executives, Betty McCowan, timebuyer.
Columbia, S. C.—Palmetto State Life Ins. Bldg.; Tel.: 3-1204.
Radio Accounts: Texize Chemicals; Greenwood Packing Plant; Southern Gold Margarine; Edisto Dairies.

HENRI, HURST & McDONALD INC.
121 W. Wacker Drive, Chicago 1
Tel.: Franklin 2-9180
Radio Dept.: J. S. Keck, radio director; L. R. Hall, timebuyer.
Radio Accounts: Lennox Furnace Co.; Milnot Co.; Perma Starch Inc.; Skelly Oil Co.; Raytheon Television & Radio Corp.; Roberts, Johnson & Rand.

AL HERR ADV. AGENCY INC.
225 E. Michigan St., Milwaukee 2
Tel.: Broadway 2-8040
Radio Dept.: Al Herr, John Rock, account executives; Elton Kocian, radio director; Ruth Walter, timebuyer.

C. J. HERRICK ASSOC.
132 W. 43d St., New York 18
Tel.: Lackawanna 4-9310
Radio Dept.: Elaine Samuels, radio director, timebuyer; Clarence J. Herrick, account executive; Neil R. Herrick, assistant timebuyer.
Radio Accounts: Wave Crest Gardens; Lake Panamoka; Jane Engel.

HEVENOR ADV. AGENCY INC.
11 N. Pearl St., Albany, N. Y.
Tel.: 5-1586
Radio Dept.: Horace L. Hevenor, president, account executive; Edward T. Loveday, vice president, account executive; Hal Greenberg, radio director.
Radio Accounts: Fitzgerald Bros. Brewing; Saratoga Vichy Spring Co.; Home Savings Bank; City & County Savings Bank; Union Fern Inc.; Saratoga Raceway; Nat'l City Bank; DeWitt Clinton Hotel; Hendrick Hudson Hotel; Skating Vanities; political; Schenectady Savings Bank; C. O. Hasselbarth Inc.; Martinec Packing Co.; Griffith P. Terry.

HEWITT, OGILVY, BENSON & MATHER
575 Madison Ave., New York
Tel.: Murray Hill 8-6100
Radio Dept.: Clinton F. Wheeler Jr., radio director; Deane Coords, copychief; Walter Bowe, timebuyer; Rex Coston, traffic; Robert Barker, G. A. Lydecker, account executives.
London, England—Roger Lloyd.
Radio Accounts: Sun Oil Co. (N-S); Chase Nat'l Bank (S).

HICKS & GREIST INC.
Graybar Bldg., New York 17
Tel.: Murray Hill 3-9135
Radio Dept.: Peter A. Krug, radio director; J. A. Drake, S. R. Huntley, C. V. Skoog, account executives.
Radio Accounts: Lewyt Corp. (S); Louis L. Libby Foods (S); Waring Products Corp. (S); Sapolin Paints (S); Dixie Cup Co. (S); Home Decorators (S); Servel Inc. (S).
Los Angeles 5—3450 Wilshire Blvd.; Tel.; Dunkirk 5-1721; Peyton Carrol, manager.

IVAN HILL INC.
900 N. Michigan Ave., Chicago 11
Tel.: Superior 7-3116
Radio Dept.: Ivan Hill, president.
Radio Accounts: Ivo Inc.; Thomas J. Webb Co.

DAVID S. HILLMAN INC.
9130 Sunset Blvd., Los Angeles 46
Tel.:. Bradshaw 2-6586
Radio Dept.: Mary C. O'Brien, radio timebuyer; George N. Laws, radio director.
Radio Accounts: Sentinel Radio Corp.

HIRSHON-GARFIELD INC.
745 5th Ave., New York 22
Tel.: Murray Hill 8-8900
Radio Dept.: Robert F. Lewine, director; William F. Sheppard, business manager; Eli Gutterman, timebuyer; Leonard Press, account executive.
Boston—Park Square Bldg.; Herbert Stern, director.
Radio Accounts: Miles Shoes (S); Plough Drug (S); Prentis Clothes (S); Adam Hat Stores (S); U. S. Time Corp. (S).

HIXSON & JORGENSEN INC.
2001 Beverly Blvd., Los Angeles 4
Tel.: Dunkirk 8-3121
Radio Dept.: Harriett M. Weigand, timebuyer; H. D. Walsh, radio director.
Radio Accounts: Day & Night Water Heater; Kierulff & Co.; Santa Fe Vintage Co.; Richfield Oil Corp.

HOEFER, DIETERICH & BROWN INC.
405 Sansome St., San Francisco 11
Tel.: Yukon 2-0575
Radio Dept.: James A. Brown, John H. Hoefer, account executives; Geneva Hawkins, timebuyer.

HOFFMAN & YORK INC.
808 N. 3rd St., Milwaukee 3
Tel.: Daly 8-6510
Radio Dept.: Joel Kursel, vice president, radio program director; Joseph P. Mulvaney, timebuyer; Wilford York, executive vice president, media director.
Radio Accounts: Berghoff Brewing Corp.; Gettelman Brewing Corp.; Milwaukee Gas Light Co.; Sawyer Biscuit Co.; Shaler Co.

WILLIAM F. HOLLAND AGENCY
2530 Auburn Ave., Cincinnati 19
Tel.: Capitol 1252

HOLST & CUMMINGS & MYERS
1307 Kapiolani Blvd., Honolulu, T. H.
Tel.: 95291
Radio Dept.: Jim Wahl, director and vice president; Alexa Cogswell, assistant director.
San Francisco 5—215 Market St. Tel.: Yukon 65957
Radio Accounts: Bank of Hawaii; Castle & Cooke Ltd.; Theo H. Davies & Co. Ltd.; Hawaii Employers Council; Hawaii Statehood Commission; Hawaii Visitors Bureau; Hawaiian Airlines; Hawaiian Electric Co. Ltd.; Hawaiian Sugar Planters Assn.; Hawaiian Tuna Packers; Kodak Hawaii; Lewers & Cooke; Liberty House; Matson Navigation Co.; Pineapple Cos. of Hawaii; Von Hamm-Young Co. Ltd.; Toni Co.; Lever Bros. Co.; Borden Co.; Electric Auto-Lite Co.; Lambert Pro-phy-lac-tic; Heinz; Norwich Pharmacal; Honolulu Motors; American Hawaiian Motors.

HOLZER CO. INC.
8743 Sunset Blvd., Los Angeles 46
Tel.: Crestview 1-5275
Radio Dept.: Lou Holzer.
New York 16—The Penthouse, 77 Park Ave.; Tel.: Murray Hill 4-0788; Sidney Saxe.
Radio Accounts: North American Airlines.

HOME SAVINGS BANK
11 N. Pearl St., Albany 7
Tel.: 4-4105
Radio Dept.: Lester H. Carson, assistant vice president.
Radio Accounts: WPTR.

HONIG-COOPER CO.
333 Montgomery St., San Francisco 4
Tel.: Exbrook 2-7004
Radio Dept.: John W. Davis, media director; Gail Myers, assistant timebuyer.
Seattle, Wash.—455 Skinner Bldg.
Tel.: Main 6435.
Radio Accounts: Marlo Foods; C & H Sugar; Haas Bros.; Calso Water; Italian Swiss Colony Wine; Hotel Mark Hopkins.

HOOT ADVERTISING AGENCY
15 E. 40th St., New York 16
Tel.: Murray Hill 6-3714
Radio Dept.: Dexter Halle, radio director; Marianna Lautman, timebuyer; Harold Olson, James Campbell, account executives.
Radio Accounts: 17 Brands; Morgen-David Products; Mermaid Brands.

(Continued on page 406)

the Voice of the Oil Country

KBMX

Coalinga, Fresno County, California

. . . has an audience with money . . . and an audience that spends money . . . a steady flow from all or part of nine counties . . . (ask for our mail map) . . .

A strike of close to $500,000,000.00 "brought-in" by the K B M—Xtra rich market since November, 1950. No wild-catting here . . . oil evaluated (in 1950) at $105,048,377 and (1950's) natural gas production—$14,133,554; agriculture—$325,579,150 (in 1951).

Alone, the city of Coalinga—population 5,520 (1950), averages annually, in retail sales, nearly $10,000,000.00 and the approximate trade area is 20,000 . . .

K B M—X marks the spot—in this rich market, with its assurance of consistently responsive listeners . . .

IN FABULOUS FRESNO COUNTY
KBMX

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

HOUCK & CO. OF FLORIDA INC.
1234 Alfred I. duPont Bldg., Miami 32
Tel.: 82-1391
Radio Dept.: Robert G. Venn, radio director, account executive; Donald W. Bentley, radio copy chief, account executive; Marguerite Gordon, timebuyer; Reggie Martin, account executive.
Radio Accounts: Pepsi Cola; Chase Federal Savings & Loan; Florida Nat'l Bank & Trust Co.; Commercial Bank of Miami; Citizens Federal Savings & Loan; Talkathon Co.

CHARLES W. HOYT CO. INC.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-2000
Radio Dept.: William Philip Smith, director of radio; Thomas Lee Jr., assistant; D. H. Humm, radio timebuyer.
Hartford 3, Conn.—15 Lewis St. Tel.: 5-6066.
Radio Accounts: Charles Gulden Inc.; Mail Pouch Tobacco; Monticello Drug Co.; KLM Royal Dutch Airlines; Arnold Bakers Inc.; Kirkman Soap Products; N. Y. & New England Apple Institute; Switzerland Cheese Assn.; Lehn & Fink Products Corp.

THE HUBBELL ADV. AGENCY INC.
1900 Euclid Ave., Cleveland 15
Tel.: Cherry 1-0212
Radio Dept.: Frank Hubbell, timebuyer; Inez Wallace, account executive; V. D. Lidyard, director.
Radio Accounts: Jacob Laub Baking Co.; Montana Flour Mills Co.; Ward Products Div. (Gabriel Co.); Gabriel Co.

CHRISTY HUMBURG ADV. AGENCY
742 N. Forest, Webster Groves, Mo.
Tel.: Republic 8223
Radio Dept.: C. C. Humburg, handling, timebuyer.
Radio Accounts: Atlas Supply Co.

H. B. HUMPHREY, ALLEY & RICHARDS INC.
1235 Statler Bldg., Boston 16
Tel.: Liberty 2-6100
Radio Dept.: Sally Larkin, vice president, radio director, timebuyer.
New York 17—370 Lexington Ave., Tel.: Lexington 3020.

HUMPHREY, PRENTKE & ASSOC.
11406 Euclid Ave., Cleveland 6, Ohio
Tel.: Randolph 1-4582
Radio Dept.: Ralph B. Humphrey, radio director.
Radio Accounts: Nat'l Air Races; Yeager-Raybestos Co.; Stearns Motors.

HURLEY ADVERTISING CO.
214 Securities Bldg., Des Moines 9
Tel.: 4-6289
Radio Dept.: J. E. Hurley, director.
Radio Accounts: Ungles Baking Co.; Donald Duck Bread; Duncan Hines Bread; Peanut Corp. of America; Rislone; Lally's Potato Chips; Iowa Fibre Products; Chevrolet Dealers of Iowa; Boesen the Florist; Paul Manning Chevrolet; Van Dyck Lennox Furnace.

HUTCHINS ADV. CO. INC.
42 East Ave., Rochester 4, N. Y.
Tel.: Hamilton 1160
Philadelphia 40 — 3701 N. Broad St.; Tel.: Baldwin 3-6200.
New York 19—16-18 W. 46th St.; Tel.: Plaza 7-8526.
Toronto 4—1244 Dufferin St.; Tel.: Kenwood 2737.

I

IDAHO ADVERTISING AGENCY
906½ Jefferson St., Boise, Idaho
Radio Dept.: B. R. Joy, timebuyer.
Radio Accounts: Music Center; City Dye Works; Gem State Mutual Assns.; Coal Heating Service; Idaho Motor Transport Assn.; Idaho Republican State Central Committee; miscellaneous political accounts.

J

JACKSON & CO.
62 Worth St., New York 13
Tel.: Worth 4-7005
Radio Dept.: Joan A. Coyne, radio director, timebuyer.
Radio Accounts: Pequot Mills (S-N); J. W. Valentine Co.; Hayward Hosiery Co. (S-N).

TEVIE JACOBS ADV. AGENCY
401 Morris Plan Bldg., Indianapolis 4
Tel.: Imperial 5511
Radio Accounts: Morris Plan; Barrett's; Capital Paper Co.; Worcel Trailer Sales.

RAY C. JENKINS ADV. AGENCY
1240 Builders Exchange, Minneapolis 2, Minn.
Tel.: Main 4421
Radio Dept.: Robert D. Blegen, radio director.
Radio Accounts: Marquette Nat'l Bank; Western Oil & Fuel Co.; Murray's Inc.

JESSOP ADV. CO. INC.
First Nat'l Tower, Akron 8
Tel.: Franklin 2169

DUANE JONES CO. INC.
570 Lexington Ave., New York 22
Tel.: Plaza 3-4848
Radio Dept.: Duane Jones, president; Lawrence J. Leaman, vice president, treasurer; John F. Quick, secretary.
Radio Accounts: Nat'l Selected Products.

RALPH H. JONES CO.
3100 Carew Tower, Cincinnati 2
Tel.: Garfield 2300
New York 36—580 5th Ave.; Tel.: Plaza 7-4600.

JONES & BRAKELEY
150 Nassau St., New York 38
Tel.: Beekman 3-1912
Radio Dept.: Marie C. Power, timebuyer.

JONES & JONES ADV. AGENCY
525 Leonhardt Bldg., Oklahoma City 2
Tel.: Regent 6-3226
Radio Dept.: Henry C. Jones, radio director, timebuyer.

JORDAN CO.
2404 W. 7th St., Los Angeles 5
Tel.: Dunkirk 2-2248
Radio Dept.: Walter C. Hughes Jr., media director; Ellen Jensen, timebuyer; Larry Pendleton, R. L. Randall, account executives.
Radio Accounts: Baconette Products Co.; Downey Fertilizer Co.; R. C. Wian Enterprises.

K

KAL, EHRLICH & MERRICK ADV. INC.
Star Bldg., Washington 4
Tel.: Executive 3700
Radio Dept.: Alvin Q. Ehrlich, vice president in charge of radio; David Thomas, radio director; Nella Manes, timebuyer; Philip Berne, Forest R. Entwisle, Alexander Charles, William Mullett, William Roberts, Joseph Weinstein, account executives.

THE KAPPS CO.
64 East Lake St., Chicago 1
Tel.: State 2-0460
Radio Dept.: Capico Kapps, Joseph Kapps, Albert Kapps.

KASTOR, FARRELL, CHESLEY & CLIFFORD INC.
274 Madison Ave., New York 16
Tel.: Oregon 9-4440
Radio Dept.: Harry B. Walsh, radio director; Nancy E. Booth, assistant; Jack B. Peters, Alice Ross, timebuyers.
Radio Accounts: Vitamin Corp. of America (N-S); Ar. Winarick Inc. (S); Pierce's Proprietaries (S); Stoppers Inc. (S); Hickok Mfg. Co. (S); Plough Inc. (S).

H. W. KASTOR & SONS ADV. CO.
75 E. Wacker Drive, Chicago 1
Tel.: Central 6-5331
Radio Dept.: James H. West, radio director; Walter Kniffin, media director.

JOSEPH KATZ CO.
10 W. Chase St., Baltimore 1
Tel.: Lexington 1500
Radio Dept.: Joseph Katz, president; John T. McHugh, vice president, media; Robert G. Swan, vice president, radio; C. M. Harrison, vice president-treasurer; Morton L. Salan, radio production.
New York 22—488 Madison Ave.; Tel.: Murray Hill 8-1223; Perry Schofield, N. C. Wildman, vice presidents; Beth Black, media director; Richard Katz, radio production.
Radio Accounts: American Oil Co.; Block Drug Co.; Md. Pharmaceutical Co.; Globe Brewing Co.; Madera Bonded Wine & Liquor Co.; Cellowax Co.; S. & N. Katz, Jewelers; Pompeian Olive Oil Corp.

HENRY J. KAUFMAN & ASSOC.
1419 H St. N.W., Washington 5
Tel.: District 7400
Radio Dept.: Jeffrey A. Abel, radio director and timebuyer; Robert S. Maurer, radio creative director; Alvin Sarra, White Sonner, account executives.

KAUFMAN-STROUSE ADV.
419 N. Charles St., Baltimore 1
Tel.: Saratoga 2414
Radio Dept.: Renee Davis, all meda; Myron Subotnik, production.

KEELER & CARLSON INC.
668 S. Coronado, Los Angeles 5
Tel.: Dunkirk 7-7367
Radio Dept.: Milton Carlson, radio director-producer; Ruth Johnson, timebuyer.
Mexico, D. F.—Apartado 8943
Radio Accounts: La Voz de la Profecia; La Voz del Hogar.

KEELOR & STITES CO.
3001 Carew Tower, Cincinnati 2
Tel.: Parkway 1310
Radio Dept.: Arthur A. Radkey, radio director.

EDWARD S. KELLOGG CO.
603 S. Rampart Blvd., Los Angeles 5
Radio Dept.: Edward S. Kellogg, president; Wally Seidler, radio director

KELLY, ZAHRNDT & KELLY INC.
2343 Hampton Ave., St. Louis 10
Tel.: Hiland 2684
Radio Dept.: Virgil A. Kelly, radio director; Walter A. Zahrndt, timebuyer, account executive; William H. Thomson, Robert Kelly, Raymond Kelly, account executives.
Radio Accounts: Visit St. Louis Committee; Joseph A. Mrazek Moving & Storage; St. Louis Board of Education; Newberry Radio Co.

KENYON & ECKHARDT INC.
247 Park Ave., New York 17
Tel.: Murray Hill 8-5700
Radio Dept.: Wickcliffe W. Crider, vice president in charge of radio.
Hollywood 28—Equitable Bldg.; Tel.: Hempstead 2101.
Chicago 3—135 S. LaSalle St.; Tel,: Randolph 6-6470.
Detroit 26 — Penobscot Bldg.; Tel.: Woodward 5-0300.
Atlanta 5—805 Peachtree St., N. E.; Tel.: Vernon 0194.
San Francisco 4—Crocker Bldg.; Tel.: Yukon 2-3070.
Toronto 1—80 King St., W.; Tel.: Empire 3-8314.

KETCHUM, MacLEOD & GROVE INC.
411 Seventh Ave., Pittsburgh 19
Tel.: Court 1-5100
Radio Dept.: Lansing Lindquist, radio director; Edgar J. Donaldson, John D. Held, assistants; James B. Tafel, timebuyer.
Radio Accounts: Braun Baking; Buffalo Chevrolet Dealers; Harrisburg, Maryland, Pittsburgh, Virginia Chevrolet Dealers; Colonial Trust Co.; Dairyman's Cooperative Sales Assn.; Follansbee Steel Corp.; Hospital Service Assoc.; Jones & Laughlin Steel Corp.; Mfrs. Light & Heat Co.; Nat'l Electric Products; Natural Gas Co.; Peoples Natural Gas Co.; Reymer & Bros. Inc.; Rieck-McJunkin Dairy Co.; Thorofare Markets; Westinghouse Electric Corp.

KIESEWETTER ASSOC. INC.
9 E. 40th St., New York 16
Tel.: Lexington 2-0023
Radio Dept.: Horace Hagedorn, radio director, vice president; Sam S. Baker, vice president; E. Thompson, timebuyer; E. G. Chase, account executive.
Radio Accounts: V. La Rosa & Sons; Standard Labs.; Rollfast Bicycles; Abraham & Straus; Courtley Ltd.; Stern's Nurseries.

ABBOTT KIMBALL CO. INC.
250 Park Ave., New York 17
Tel.: Plaza 3-9600
Radio Dept.: Arthur M. Ehrlich, radio director; Miriam Traeger, associate director of radio and timebuyer; Elizabeth Proudfit, research; Alice White, publicity; Rita McNamara, George Bowen, Lawrence W. Radice, Jay E. Perine, account executives.
San Francisco 4—155 Sansome St. Tel.: Exbrook 5188
Los Angeles—Abbott Kimball Bldg., van Ness at Wilshire Blvd. Tel.: Drexl 7305.
Chicago—333 N. Michigan Ave. Tel.: Michigan 2-0300.
Radio Accounts: Drake America Corp. (Rountree's chocolates); Firth Carpet Co.; Holland Herring Fisheries Inc.; Hathaway Mfg. Co. (curtain fabrics).

KIRCHER, HELTON & COLLETT INC.
1900 Hulman Bldg., Dayton 2
Tel.: Fulton 5161
Radio Dept.: Ralph W. Kaufman, radio director.

PHILIP KLEIN ADV. INC.
1516 Locust St., Philadelphia 6
Tel.: Pennypacker 5-7696

NAT M. KOLKER ADV. AGENCY
Empire Bldg., Philadelphia 7
Tel.: Kingsley 6-1320

M. R. KOPMEYER CO. INC.
Realty Bldg., Louisville 2, Ky.
Tel.: Wa 3357

KRONSTADT ADVERTISING AGENCY
711 14th St. N.W., Washington 5
Tel.: Republic 0272
Radio Dept.: Henry L. Kronstadt, Esther Cannon.
Radio Accounts: Young Men's Shop; Mazor; L. Frank Co.; Harris & Ewing; Capital Fur Shop; Morton's; Joseph De Young; Heid Furniture; Louis & Don Brown.

KUDNER AGENCY INC.
575 Madison Ave., New York 22
Tel.: Murray Hill 8-6700
Radio Dept.: Myron P. Kirk, vice president, executive radio director; Frank Harting, assistant radio director; Albert W. Reibling, business manager; John P. Marsich, timebuyer; G. Johnstone, L. Dean, C. Rohrabough, E. Owens, K. Tuttle, A. Corrigan, account executives.
Detroit 2—New Center Bldg.; Tel.: Madison 5315; Martin Rice, Richard Farricker, vice presidents.
San Francisco 5—681 Market St.; Tel.: Garfield 1-5433; J. Hornell.
Washington—Albee Bldg.; Tel.: National 8-5506; F. Getty.
Radio Accounts: Texas Co. (N-S); General Motors (N-S); U. S. Tobacco (N-S); Buick (N-S); Goodyear Tires (N).

KUTTNER & KUTTNER INC.
646 N. Michigan Ave., Chicago 11
Tel.: Superior 7-7940
Radio Dept.: Milton J. Klee, Harold E. Kuttner, Chester D. Kuttner, account executives; S. S. Korshak, radio director; Stanley C. Kuttner, timebuyer.
New York 19—130 W. 57th St., Tel.: Judson 6-2358.
Radio Accounts: Douglas Lumber Co.; Sampson Co.; Holleb & Co.; Capitol Dairy; Franks Dept. Store; Shainberg Dept. Store.

L

LAHR ADV. AGENCY INC.
915 N. Pennsylvania St., Indianapolis 4
Tel.: Plaza 5328
Radio Dept.: Account executives Fred W. Lahr, George S. Madden, Bernard Howard.

LAKE-SPIRO-SHURMAN INC.
Radio Center Bldg., Memphis 3
Tel.: 5-1571
Radio Dept.: Mrs. Lucille Simmons, radio manager; Robert F. Keefe, radio promotion manager.
Radio Accounts: Plough Sales Corp.; Childs' Razor Blade Co.; Liberty Petroleum Co.; Dixie Nat'l Stockyards; Lucky Heart Labs.; Pantaze Drug Stores.

LAMB & KEEN INC.
1616 Walnut St., Philadelphia 3
Tel.: Kingsley 6-3500

LAMBERT & FEASLEY INC.
60 E. 42d St., New York 17
Tel.: Murray Hill 7-8980
Radio Dept.: Frank W. Mace, vice president & general manager; Joseph Burland, media director; Ray H. Kremer, radio director; William Hinman, timebuyer.

LANG, FISHER & STASHOWER INC.
1010 Euclid Ave., Cleveland 15
Tel.: Main 1-6579

RAYMOND I. LANG ADV.
450 Grant Ave., San Francisco 8
Tel.: Yukon 2-5028
Radio Dept.: Marilyn Johnson, timebuyer; Raymond I. Lang, account executive.
Radio Accounts: Lanai Restaurant; Villa Chartier; Better Hearing Center.

LANNAN & SANDERS ADVERTISING INC.
Fidelity Bldg., Dallas
Tel.: Prospect 1583
Radio Dept.: Robert E. Stuart, radio director; W. Don Fryers, production manager.
Los Angeles—1732 N. LaBreas; Tel.: Mutual 8060. G. S. Lannan, account executive.
Radio Accounts: Continental Trailways Bus System; Transcontinental Bus System Inc., Dixie Lines, Central Lines, Southern Lines Inc., Western Lines, Panhandle Lines, Pacific Lines, Rocky Mountain Div., Santa Fe System.

C. J. LaROCHE & CO. INC.
247 Park Ave., New York 17
Tel.: Plaza 5-7711
Radio Dept.: John Larry Washburn, radio director; Sally Mansfield, chief timebuyer.
Radio Accounts: Mead Johnson (S); Necco (S); Mackintosh, Lovel & Covell (S); Walt Disney (S).

XUM

LAVENSON BUREAU OF ADVERTISING
12 S. 12th St., Philadelphia 7
Tel.: Market 6767
Radio Dept.: Harry A. Egbert, radio director.
Radio Accounts: Mrs. Schlorer's Inc.; Fleck Co.

CARL LAWSON ADV. CO.
4722 Broadway, Kansas City 12
Tel.: Jefferson 5155
Radio Dept.: Account executives John Lawson, Wayne H. Ross, Michael Swift.
Eureka Springs, Ark.—11 Howell Ave.; Ned Bailey, manager.
Radio Accounts: Key Work Clothes; Kitty Clover; Mrzek Bakery.

AL PAUL LEFTON CO. INC.
1617 Pennsylvania Blvd., Philadelphia 3
Tel.: Rittenhouse 6-1500
New York 17—521 5th Ave.; Tel.: Vanderbilt 6-4340.
Chicago 11—435 N. Michigan Ave.; Tel.: Superior 7-9511.

LENNEN & NEWELL
17 E. 45th St., New York 17
Tel.: Murray Hill 2-9170
Radio Dept.: Nicholas E. Keesely, vice president, radio director; George J. Zachary, radio production head; Francis C. Barton Jr., radio department general manager; Frank A. Daniel, business manager; William Smith, timebuyer; Ward Byron, Charles Harrell, George Tompkins, radio directors.
Beverly Hills, Calif.—308 N. Rodeo Dr.; Tel.: Crestview 1-7221; B. R. Potts, vice president in charge; Frank Woodruff, radio director.

LEVY ADV. AGENCY
850 Broad St., Newark 2, N. J.
Tel.: Mitchell 2-0433

TED LEVY ADV. AGENCY
811 Cooper Bldg., Denver 2
Tel.: Main 7133

LEWIN, WILLIAMS & SAYLOR INC.
40 E. 49th St., New York
Tel.: Murray Hill 8-6200
Radio Dept.: Robert Brenner, radio director, timebuyer; account executives Sidney M. Weiss, Richard Gulick, L. Newsteder, A. W. Lewin.
Newark, N. J.—11 Commerce St.; Tel.: Mitchell 3-3200; L. Newsteder, account executive.
Radio Accounts: G. N. Coughlan; Trol Men's; Odell Hair Dresser; Harris-Upham.

LEWIS & GILMAN INC.
1528 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-9900

LILLER, NEAL & BATTLE
810 Walton Bldg., Atlanta 3
Tel.: Cypress 6521
Radio Dept.: Sarah Williams, media director, timebuyer; W. W. Neal, C. K. Liller, partners & account executives; Howard Axelberg, G. L. Watts, Al Sharp, account executives; Helen Gordon, account executive, copy writer.
Radio Accounts: Colonial Stores Inc.; H. W. Lay & Co.; Nat'l NuGrape Co.; Coastal Chemical Co.; Puritan Mills Inc.

LINDSEY & CO. INC.
10 N. 4th St., Richmond 19, Va.
Tel.: 7-3065

W. E. LONG CO.
188 W. Randolph St., Chicago 1
Tel.: Randolph 6-4606
Radio Dept.: Edward C. Fritz Jr., radio director; J. Minetz, assistant.
Radio Accounts: Amrhein's Bakery; Bohemian Baking Co. Inc.; Carpenter Baking Co.; Cotton's Holsum Bakers; Cotton Baking Co.; Cotton Bros. Baking Co.; Dietzen's Bakery; Finney's Bakery; Fluhrer Bakeries; Fuchs Baking Co.; Gase Baking Co.; Haller's Eagle Bakery; Heath's Holsum Bakery; Phoenix Bakery Inc.; Holsum (baking companies in Ft. Wayne, Ind.; Harlingen, Lubbock, Tex.; Roswell, Carlsbad, N. M.; Tampa Fla.; Visalia, Calif.); Jamestown Baking Co.; Jones Bros. Bakery; M. Kautz Baking Co.; Lee Baking Co. (Victoria, Corpus Christi, Tex.); McGough Bakeries (Decatur, Montgomery, Birmingham, Ala.); Master Baking Co.; New Process Baking Co.; W. G. Shipley Baking Co.; Betsy Ross Bakery; Brown's Bakery; Butter Krust Baking Co.; Cross Baking Co.; Fisher Baking Co.; Frudeger Bakery; Giusti Baking Co.; Grunzenhauser Bakery Inc.; J. S. Hershey Baking Co.; Jones Bros.; Lane's Bakery; Alfred Nickles Bakery; Nolde Bros.; Old Homestead Bread Co.; Peerless Bakery; Sally Ann Baking Co.; Sunlite Baking Co.; Williams Baking Co.

ROBLEY LOUTTIT INC.
3 Weybosset St., Providence 3
el.: Jackson 1-5858

OWE & HALL ADVERTISING
0 News Bldg., Greenville, S. C.
l.: 5-7489
dio Dept.: Elliott H. Hall, Jr., Sidney L. Lowe, account executives and timebuyers.
Radio Accounts: Mackey Mortuary; S. C. Hospital Service Plan (Blue Cross); Balentine Packing Co.

EARLE LUDGIN & CO.
121 W. Wacker Drive, Chicago 1
Tel.: Andover 3-1888
Radio Dept.: Ruth Babick, Kay Morgan, timebuyer; Jane Daly, radio; Montgomery N. McKinney, Vincent R. Bliss.
Radio Accounts: Best Foods Inc.; Jules Montenier Inc.; Rit Products.

LYNN-FIELDHOUSE ADV. AGENCY
15 S. Franklin St., Wilkes-Barre, Pa.
Tel.: 2-7182
New York 17—51 E. 42d St.; Tel.: Murray Hill 2-4048

W. D. LYON CO.
303 2nd Ave., S.E., Cedar Rapids, Ia.
Tel.: 4-2451
Radio Dept.: Robert H. Schubert, radio director; R. P. Ames, timebuyer.

M

MacFARLAND, AVEYARD & CO.
333 N. Michigan Ave., Chicago 1
Tel.: Randolph 6-9360
Radio Dept.: Bill Rega, radio director; Kay Lloyd, assistant; account executives; A. B. Dicus, David W. Stotter; Joan Merrick, timebuyer.

MacGRUDER, BAKEWELL, KOSTKA INC.
1666 California St., Denver
Tel.: Alpine 1477
Radio Dept.: Jack Hull, radio director; Sally Black, timebuyer; George Bakewell, Revill Fox, Louise Hewlet, account executives.
Radio Accounts: Adolph Coors Co.; Citizen's Savings Bank; Denver Federal Savings & Loan Assn.; Denver Tramway Corp.; Empire Savings & Bldg. Loan Assn.; Fairmount Cemetery Assn.; Fontius Shoe Co.; First Nat'l Bank; International Trust Co.

MacLAUGHLIN ADVERTISING AGENCY
601 Ellicott Sq., Buffalo 3
Tel.: Mohawk 5703
Radio Dept.: Frederick R. MacLaughlin, radio account executive; J. Andrea Connaroe, timebuyer, radio director.
Radio Accounts: Rob. Christiansen Refrig.

MacMANUS, JOHN & ADAMS
1400 Fisher Bldg., Detroit 2
Tel.: Trinity 2-8300
Radio Dept.: Georgiana LeFevre, timebuyer; W.A.P. John, chairman; James R. Adams, president-treasurer; Harvey Luce, executive vice president.
New York 22—444 Madison Ave.; Tel.: Plaza 9-3221; Ernest A. Jones.
Radio Accounts: Pontiac Motors (S); Nat'l Plastic Products Co. (Saran Wrap) (S); Ferry Morse Seed (N); Stegmaier Beer; Cadillac Mtrs. Div. (S); Minnesota Mining (S); Dow Chemical (S).

MacWILKINS, COLE & WEBER
Corbett Bldg., Portland 4, Ore.
Tel.: Broadway 6401
Seattle 1—Republic Bldg.; Tel.: Elliott 7377.

MAHOOL ADVERTISING
914 N. Charles St., Baltimore 1
Tel.: Plaza 3616
Radio Dept.: Account executives Katherine H. Mahool, Robert D. Myers, Robert S. Nyburg.
Radio Accounts: Oil Heat Assn. of Md.; Savings Bank of Baltimore; Metropolitan Savings Bank; Dream Hosiery Mills; Lexington Market Authority; O'Neill & Co.

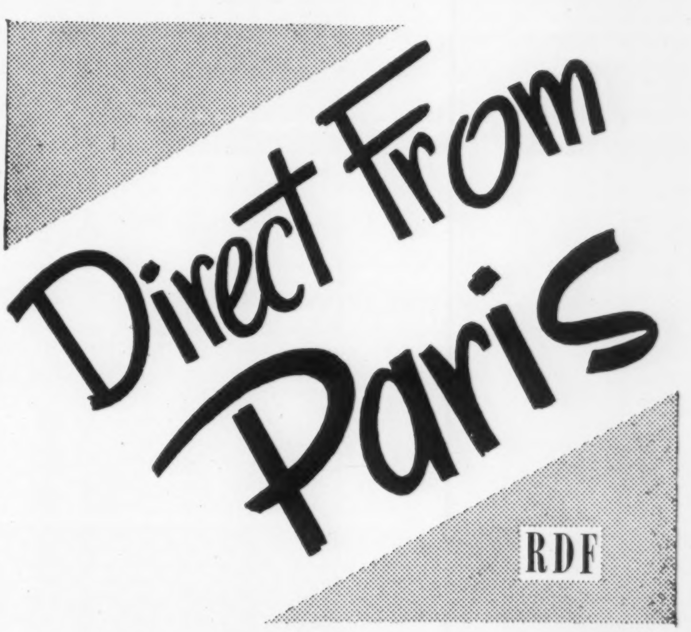
MALCOLM-HOWARD ADV. AGENCY
203 N. Wabash Ave., Chicago 1
Tel.: Andover 3-0022

W. H. MALE LTD.
1674 Kona St., Honolulu 14
Tel.: 9-1178
Radio Dept.: L. Cunningham, radio director, timebuyer; account executives H. V. Beazlie, Maurice Myers, Earl Goris.
Radio Accounts: City Mill Co.; Dairymen's Assn.; Dutch Boy Paint; Hawaii Brewing Corp.; Love's Biscuit & Bread; Motor Supply; Pacific Chemical & Fertilizer; Pacific Insurance Co.; Pet Milk; Schuman Carriage Co.; Territorial Motors; TPA Aloha Airline; Koss-Sherry Ltd.; Republican Party of Hawaii; Schenley International (through McCann-Erickson, New York); Skymaster Reservations.

DAVID MALKIEL ADV. AGENCY
172 Newbury St., Boston 16
Tel.: Copley 7-5980

LLOYD MANSFIELD CO. INC.
110 Pearl St., Buffalo 2, N. Y.
Tel.: Washington 2762

(Continued on page 408)



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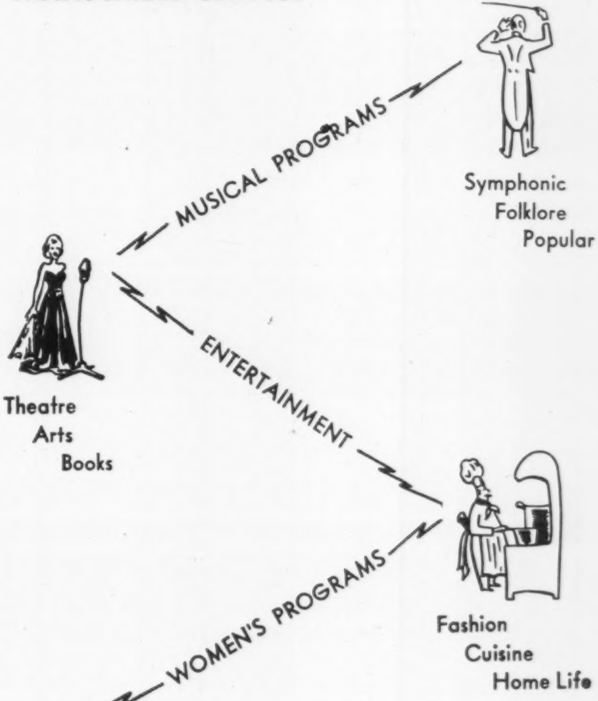

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ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

MARFREE ADV. CORP.
105 W. 40th St., New York 18
Tel.: Longacre 4-7190
Radio Dept.: Harry A. Friedenberg, radio director, timebuyer; Barnett Friedenberg, timebuyer.
Chicago—919 N. Michigan; Tel.: Whitehall 4-2651; Shepard Chartoc, director; Fran Rickey, timebuyer.
Radio Accounts: Bankers Life & Casualty Co.; D-Con Co.; French Masters Inc.; Harris Chemical Co.; House of Goddard; James R. Barnet Co.; Junex Products Co. Inc.; Lobex Products Co.; Parker Pharmaceutical Co.; R & F Co. Inc.

MARSCHALK & PRATT CO.
535 Fifth Ave., New York 17
Tel.: Vanderbilt 6-2022
Radio Dept.: Curt A. Peterson, director of radio; Eugene Cogan, Cameron Higgins, timebuyers; account executives, Robert Haydon Jones, Samuel L. Meulendyke.
Radio Accounts; Esso Standard Oil Co.; International Nickel Co. Inc.

HARWOOD MARTIN ADVERTISING
2519 Connecticut Ave. N. W., Washington 8
Tel.: Michigan 2-1161
Radio Dept.: Hariot Stem, radio director; Jean Ort, timebuyer; Mildred Martin, Margo Phillips, account executives.
Radio Accounts: American Wholesalers: Arcade-Sunshine; Beckers; Clement's Bakery; Hahn Shoe Stores; The Hecht Co.; Master Auto Body; P. J. Nee Co.; Leo Rocca Inc.; Tuerke's; Washington Gas Light Co.; Woodward & Lothrop; Blair's TV & Appliances; Suit Shop; Palace Laundry.

MASON-RELKIN CO.
20 East 35th St., New York 16
Tel.: Murray Hill 9-3891
Radio Dept.: Roger B. Relkin.

J. M. MATHES INC.
260 Madison Ave., New York 16
Tel.: Lexington 2-7450
Radio Dept.: Read Hamilton Wight, radio director; Richard S. Jackson, assistant; Edna Cathcart, timebuyer.
Radio Accounts: Canada Dry Inc. (S); Pyrofax Gas (S); Northam Warren Corp. (S); Capehart-Farnsworth Corp. (S).

MATHISSON & ASSOC. INC.
411 E. Mason St., Milwaukee 2
Tel.: Daly 8-4090

JOSEPH MAXFIELD CO.
87 Weybosset St.; Providence 3
Tel.: Gaspee 1-4456
Radio Dept.: Joseph M. Finkle,. timebuyer; Archie M. Finkle, account executive; Walter Sullivan, copy chief; Dorothy Barry, production director.

MAXON INC.
2761 E. Jefferson Ave., Detroit 7
Tel.: Lorain 7-5710
New York 22—12 E. 53d St.; Tel.: Plaza 9-7676.
Chicago 11—663 N. Rush St.; Tel.: Whitehall 4-1676.

THE MAYERS CO. INC.
2301 W. Third St., Los Angeles 5
Tel.: Dunkirk 8-2111
Radio Dept.: Roger Patrick, radio director; Claire Koren, media director.
Radio Accounts: Sears Roebuck & Co.; Baker Boy; Hoffman Candy; Bandini Fertilizers; Glendale Federal Savings & Loan.

CHARLES H. MAYNE CO.
8487-B Melrose Place, Los Angeles 46
Tel.: Webster 3-8261

MAYS & CO.
412 W. 6th St., Los Angeles 14
Tel.: Trinity 8534
Radio Dept.: Kay Abner, timebuyer; Rich Fowler, radio director; Roderick A. Mays, account executive.
Radio Accounts: Barker Bros.; General Electric Appl.; Four Friendly Dealers.

McCANN-ERICKSON INC.
50 Rockefeller Plaza, New York 20
Tel.: Judson 6-3400
Radio Dept.: Alfred J. Scalpone, vice president, coordinator of radio for all offices, domestic & internat'l; Leonard F. Erikson, vice president for radio; Hendrik Boograem, vice preident for new programs; Ralph B. Koser, vice president, radio creative director; Dorothy B. McCann, vice president, executive producer; Edward Sutherland, radio production director; Clifford C. Lubkert, radio service manager; Thaddeus S. Kelly, radio timebuying manager; J. Neil Reagan, vice president, manager of Hollywood office.
Boston 16—200 Berkeley St.; Tel.: Liberty 2-7382; Watson M. Gordon, vice president.
Cincinnati 2—707 Terrace Plaza Bldg.; Tel.: Garfield 4524; G. Lester Williams, vice president.
Cleveland 14—629 Euclid Ave.; Tel.: Cherry 1-3490; Robert Dailey, vice president.
Detroit 26—647 Griswold St.; Tel.: Woodward 2-9792; Paul Holder, vice president.
Chicago 4—318 S. Michigan Ave.; Tel.: Webster 9-3701; Sidney A. Wells, vice president.
San Francisco 4—114 Sansome St., Tel.: Douglas 2-5560; H. Q. Hawes, vice president, manager of Western operations.
Los Angeles 17—612 S. Flower St.; Tel.: Mutual 1181; Burt Cochran, vice president.
Hollywood 28—6331 Hollywood Blvd.; Tel.: Hillside 8268; J. Neil Reagan, vice president.
Portland 4, Ore.—310 Pub. Service Bldg.; Tel.: Atwater 4305; Willard E. Wilson.
Radio Accounts: American Trust (S); American Safety Razor (N-S); Calif. Pkg. Corp. (N-S); Calif. Spray Chemical (S); Calif. Wine Assn. (S); Chesebrough Mfg. (N-S); Chrysler Sales Div. (S); Chrysler Corp. (S); Cinerama Productions (S); Columbia Records (S); Cowles Magazines (S); Frank Fehr Brewing (S); Gruen Watch (N); W. P. Fuller & Co. (S); Hood Rubber Co. (S); Lucky Lager Brewing Co. (S); Mfrs. Trust Co. (S); Nat'l Biscuit Co. (N-S); Ohio Bell Telephone (R-N); Pacific Power & Light (S); Pepsodent Div. Lever Bros. (N); Portland Gas & Coke (S); S.O.S. Co. (N-S); So. Calif. Gas (S); So. Counties Gas (S); Standard Oil of Indiana (S); Standard Oil of Ohio (N); Swift & Co. (N); Leisy Brewing Co. (N); Richman Bros. (S); Westinghouse Electric Supply Co. of St. Louis (S).

McCARTY CO.
1206 Maple Ave., Los Angeles 15.
Tel.: Prospect 7011
Rado Dept.: James B. Lester, radio director.
San Francisco—116 New Montgomery; Tel.: Sutter 1-8224
Chicago—20 East Huron St.

McCORMICK CO.
217 E. 7th Ave., Amarillo, Tex.
Tel.: 6-5333
Radio Dept.: Lawrence Patton, G. Don Curphey, account executives.
Radio Accounts: Shamrock Oil & Gas Corp.; First Nat'l Bank of Amarillo; Ted Lokey Oil Co.; Service & Supply; West Texas Distributing Co.

WALTER McCREERY INC.
9344 Wilshire Blvd., Beverly Hills, Calif.
Tel.: Crestview 5-5533
Radio Dept.: John Bainbridge, radio director; Virginia White, timebuyer; account executives Walter McCreery, Charles B. Ganz, Dave Larsen, Robert Svenson.
Radio Accounts: Ransom Ins. Agency; Susan's Baby Portrait Studios; Reliable Mortgage Co.; Smiling Irishman; Gladwin Constr. Co.; Normalaids Co.; Save-By-Mail; Ice Follies; Los Angeles County Council; American Legion; Murphy Oldsmobile; Harris & Frank; Riverside Rancho; Hull Hotels; Pan Pacific Aud.

McKEE & ALBRIGHT INC.
1809 Walnut St., Philadelphia 3
Tel.: Locust 7-4737
Radio Dept.: J. A. McFadden, vice president; E. R. Walmsley, timebuyer.
Radio Accounts: Breyers Ice Cream; Phila. & Reading Coal & Iron Co.; Caloric Stove Corp.; Fels & Co.; Western Maryland Dairy.

J. WALTER McLEAN ADVERTISING
601 Chronicle Bldg., Spokane 1
Tel.: Temple 2509
Radio Dept.: J. Walter McLean.

MELDRUM & FEWSMITH INC.
1220 Huron Rd., Cleveland 15
Tel.: Cherry 1-3510
Radio Dept.: Richard Fansler, Keith R. Frazine, Charles J. Lonsdale, Robert G. Henry.
Birmingham, Mich.—135 N. Woodward Ave.; Tel.: Midwest 4-9800.
New York 17—342 Madison Ave.; Tel.: Murray Hill 7-1171; K. R. Frazine.
Radio Accounts: Dearborn Motors Corp.; American Brewing Co.; Apex Electrical Mfg. Co.; Glidden Co.; Pilsener Brewing Co.; Seiberling Rubber Co.; Willard Storage Battery Co.

ARTHUR MEYERHOFF & CO.
410 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-7860
Radio Dept.: B. J. Green, radio director; George Rich, associate radio director; Stuart L. Novy, radio production; Kay Knight, timebuyer; Betty Nicholas, asst. timebuyer.
Radio Accounts: E. J. Brach & Sons Inc.; Chicago Nat'l League Ball Club; Chicago Transit Authority; Evans Fur Co.; Ill. Meat Co.; Myzon Inc.; Patricia Stevens Inc.; Perfect Plus Hosiery Mills Inc.; Marie Kruse Nurseries; Wm. Wrigley Jr. Co.; Clark's Super Gas; Wisconsin & Michigan Steamship Lines; Milwaukee Elec. Rwy. & Transport Co.

C. L. MILLER CO. INC.
521 Fifth Ave., New York 17
Tel.: Murray Hill 2-1010
Radio Dept.: G. V. Carhart, radio director; Rita Driscoll, timebuyer.
Chicago 1—333 N. Michigan Ave. Tel.: Central 6-1640. I. M. Tuteur.
Radio Accounts: Corn Products Sales; Circle Line Sight Seeing Yachts.

J. W. MILLER CO.
76 Broad St., Guilford, Conn.
Tel.: Glendale 3-2748

DAN B. MINER CO.
304 S. Kingsley Drive, Los Angeles 5
Tel.: Dunkirk 8-3301
Radio Dept.: Hildred Sanders, vice president in charge; Robert C. Black, Arthur E. Trask, assistant radio directors; Kay Ostrander, timebuyer.
Radio Accounts: Interstate Bakeries Corp.; Butay Products; Forest Lawn Co.; Thrifty Drug Stores; Kendall Foods Inc.; Freeman Frozen Foods; Luer Products Ltd.; Prepared Products Ltd.; American Beauty Products.

MOGGE-PRIVETT INC.
712 S. Curson Ave., Los Angeles 36
Tel.: York 7243
Radio Dept.: Jane Leider, timebuyer.

EMIL MOGUL CO.
250 W. 57 St., New York 19
Tel.: Columbus 5-2480
Radio Dept.: Florence Katz, timebuyer; Lester J. Mallets, radio business manager.
Radio Accounts: Barney's Clothes; Canadian Fur Corp.; Gem Packing; National Shoes; Ronzoni Macaroni Co.; Santarpia Wine; Nu-Pax; Berio Olive Oil; Knomark Mfg. Co.; Rayco Auto Seat Covers; Chock Full o' Nuts; Supreme Wines Inc.

MOREY, HUMM & JOHNSTONE INC.
350 Fifth Ave., New York 1
Tel.: Longacre 4-2240
Radio Dept.: W. L. Wernicke, radio director; K. S. Shanahan, timebuyer; account executives S. F. Ellsworth, L. B. Van Doren.
New York 20—9 Rockefeller Plaza; Tel.: Plaza 7-8060; W. L. Wernicke.
Radio Accounts; Sinclair Refining Co.; Richland Oil (N.Y.)

RAYMOND R. MORGAN CO.
6233 Hollywood Blvd., Hollywood 28
Tel.: Hempstead 4194
Radio Dept.: Raymond R. Morgan, president; Robert C. Temple, executive vice president; James C. Morgan, vice president for radio; Terri Brady, timebuyer; Jack Kerr, Henry Gerstenkorn, Porter F. Anderson, account executives.
San Francisco 11—260 California St.; Tel.: Douglas 2-6073; Porter F. Anderson.
Chicago 11—Goodkind, Joice & Morgan Inc.; Palmolive Bldg.; Tel.: Superior 7-6746; Harlow P. Roberts, Clyde M. Joice.
Radio Accounts: White King Soap Co. (N); Folger Coffee Co. (N); Planters Nut & Chocolate Co. (N).

MORSE INTERNATIONAL INC.
122 E. 42d St., New York 17
Tel.: Oregon 9-4600
Radio Dept.: C. C. Slaybaugh, radio director.
Radio Accounts: Vick Chemical Co. (N-S); A. D. McKelvy Co. (S); The Sofskin Co. (S).

MOSS ASSOC.
415 Lexington Ave., New York 17
Tel.: Murray Hill 7-7377
Radio Dept.: Ely Landau, radio director.

C. WENDEL MUENCH & CO.
75 E. Wacker Dr., Chicago 1
Tel.: Financial 6-3481
Radio Dept.: Victor Fabian, timebuyer; Weldon O. Yocum, account executive.
Radio Accounts: Fox DeLuxe Foods; Iowa Soap Co.; Maurer-Neuer Corp.; Neuhoff Bros.; Pavelka Bros.; Miracloth Corp.

IRVIN MYERSON AGENCY
330 S. Wells St., Chicago 6
Tel.: Harrison 7-6828
Radio Dept.: Irvin Myerson
Radio Accounts: Wine Corp. of America (N).

N

NEALE ADVERTISING ASSOC.
448 S. Hill St., Los Angeles 13
Tel.: Michigan 2149
Radio Dept.: Ted Neale Jr., timebuyer.

NEEDHAM & GROHMANN INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 5-6200
Radio Dept.: William R. Seth, vice president in charge of radio; Harry C. Ledingham, media director, timebuyer; account executives John M. Handley, vice president, and John M. Keil.
Radio Accounts: Nestle Co. Inc.; American Steel Wool Co.; Waldorf-Astoria Hotel.

NEEDHAM, LOUIS & BRORBY INC.
135 S. LaSalle St., Chicago 3
Tel.: State 2-5151
Radio Dept.: James G. Cominos, vice president, account executive, director of radio; Alan Wallace, vice president for programming; Christopher Ford, radio producer; Floyd G. Van Etten, programs negotiator; Otto R. Stadelman, vice president, media director; Jane McKendry, Donald DeCarlo, radio spot buyers; account executives Maurice H. Needham, John J. Louis Sr., Melvin Brorby; Marvin O. Clausen; Edmond C. Dollard; W. Raymond Fowler; Paul C. Harper Jr., William D. Horne Jr., James L. Isham, Walfred C. Johnson, Joseph J. Keene, Granger F. Kenly; William R. Kinnaird, William L. Lavicka, Edwin A. Miessler, Frederick A. Mitchell, Ruth Wood Muench, William H. Ohle, Edward W. S. Reed, Robert F. Steinhoff, Noel D. Turner, John A. Willoughby.
Hollywood 28—1680 N. Vine St.; Tel.: Hudson 2-2391; Frank Pittman, vice president, manager.
New York 20—1270 Ave. of Americas, Rockefeller Center; Tel.: Plaza 7-0333; Richard L. Eastland, manager.
Toronto 5—880 Bay St.; Tel.: Randolph 5530 & 8613; John A. Willoughby, vice president, managing director.
Radio Accounts: Derby Foods Inc. (N); Phenix Foods Co. (S); Household Finance Corp. (R-S); Kraft Foods (N-S); Quaker Oats (S); Swift & Co. (S); S. C. Johnson & Son Inc. (N-S); Morton Salt Co. (S); Wieboldt Stores Inc. (S); State Farm Ins. Co. (N); Marathon Corp. (S); Eagle-Picher Co. (S).

GEORGE R. NELSON INC.
206 State St., Schenectady, N. Y.
Tel.: 4-4135
Radio Dept.: George R. Nelson, president, treasurer; Helen C. Nelson, vice president; Alice Pach, secretary; Robert S. Cragin, radio director, copy chief; Michael Danyla Jr., assistant copy chief; Anne F. Pratt, timebuyer; Pearl Veeder, copy writer.
Radio Accounts: William W. Lee & Co.; Saratoga Assn. (racing); Sterling Furniture Mart.

NEWMAN, LYNNE & ASSOC. INC.
400 Florida Nat'l Bank Bldg., Jacksonville 2, Fla.
Tel.: Jacksonville 3-4435

KELSO NORMAN ADV.
222 Kearny St., San Francisco 8
Tel.: Douglas 2-3942

O

R. T. O'CONNELL CO.
420 Madison Ave., New York 17
Tel.: Plaza 3-5412
Radio Dept.: R. T. O'Connell.
Radio Accounts: Pomatex Co.

OHIO ADV. AGENCY INC.
2300 Payne Ave., Cleveland 14
Tel.: Superior 1-7070

OLIAN ADVERTISING CO.
909 Ambassador Bldg., St. Louis 1
Tel.: Central 8380
Radio Dept.: Harman I. Moseley, radio director; Harold A. Thomas, James Spencer, Albert Maescher Jr., account executives.

OLMSTED & FOLEY
1200 Second Ave., Minneapolis 3
Tel.: Atlantic 8166
Radio Dept.: James D. McTighe, radio director; W. H. Olmsted, John T. Foley, Clarence Russell, John K. Morthland, R. B. Pile, account executives.
Radio Accounts: Marshall-Wells; Regan Bros. Bakery; Rochester Dairy; Chun King Sales; Owatonna Canning Co.; Russell-Miller Milling Co.; Northland Milk Co.

O'NEIL, LARSON & McMAHON
230 N. Michigan Ave., Chicago 1
Tel.: Andover 3-4470
Radio Dept.: Walter Zivi, radio director; Marshall Edinger, timebuyer; Lois Schultz, assistant timebuyer; Stan Kaatz, production director.
New York—290 Madison Ave.; Tel.: Murray Hill 3-8930; Peg Robinson, timebuyer.
Toronto—447 Jarvis; Tel.: Princess 4481; Bob Keston, director.

ROBERT W. ORR & ASSOC. INC.
4 W. 58th St., New York 19
Tel.: Plaza 9-8050
Radio Dept.: Louis L. Ergman, radio director; Eleanor Accles, timebuyer; George DePue Jr., Eldon Sullivan, Joseph R. Joyce, vice presidents; Leonard A. Hopkins.
Los Angeles 46—9130 Sunset Blvd.; Tel.: Crestview 5-0104; Richard Diggs.
Washington 25—c/o Nat'l Guard Bureau, Room 3E 181, The Pentagon; Tel.: Liberty 5-6700 (Ext. 71266); Donald J. Wilkins.
Radio Accounts: Andrew Jergens Co. (N); Wallerstein Candy Inc. (S); National Guard (S).

MERRITT OWENS ADV. AGENCY INC.
New Brotherhood Bldg., Kansas City 1, Kan.
Tel.: Drexel 7250
Radio Dept.: Merritt Owens, Earl Allvine, R. Grant Neds, account executives.
Radio Accounts: Joe M. O'ffill Motor Co.; Feld Chevrolet; Home Federal Savings & Loan; Wyandotte Laundry; Kelley-Williams Motor Co.

P

PACIFIC NATIONAL ADV. AGENCY
2124 Fourth Ave., Seattle 1
Tel.: Eliot 1401
Radio Dept.: Trevor Evans, timebuyer, radio director; Gertrude M. Nyman, timebuyer.
Portland 4, Ore.—715 Cascade Bldg. Tel.: Capitol 1021. Milton Foland.
Spokane—606 Chronicle Bldg. Tel.: Madison 4371. Harold Bacon, Martha Boss.
Radio Accounts: Fisher Flouring Mills Co.; Federal Old Line Insurance; Ivar Haglund (Acres of Clams); Lang & Co.; Washington Co-op Farmers Assn.; Cowman-Campbell Paint Co.; Washington State Fruit Commission.

PARIS & PEART
370 Lexington Ave., New York 17
Tel.: Murray Hill 9-2424
Radio Dept.: Patrick A. Petrino, media manager; Weymouth Symmes.

PATCH & CURTIS
437 E. Broadway, Long Beach 2, Calif.
Tel.: 6-1259
Radio Dept.: John Curtis, radio director, account executive.
Radio Accounts: Harrod Diagnostic Offices; California Chiropractic Assn.; Lafayette Hotel; House of Harmony.

PEARSON ADV. AGENCY INC.
250 Park Ave., New York 17
Tel.: Murray Hill 8-3055
Radio Dept.: C. H. Pearson, president-treasurer; W. W. Heffelfinger, vice president; Cecelia H. Pearson, secretary.

PECK ADV. AGENCY INC.
400 Madison Ave., New York 17
Tel.: Plaza 3-0900
Radio Dept.: Harry Peck, board chairman; Harry Krawit, president; Sidney Alexander, Norman Mack, Roy Gordon, Herman Stolley, John Schuman, Herbert Coughlin, vice presidents; S. S. Schweitzer, radio director; Russell Alben, assistant.
Radio Accounts: Premier Foods; Howard Clothes; Old Dutch Coffee; Charles of the Ritz; I. J. Fox, Corday Perfumes; Industrial Bank of Commerce.

PERRY-BROWN Inc.
2831 Vernon Place, Cincinnati 19
Tel.: Plaza 8200
Radio Dept.: Edward J. Doran, radio director, timebuyer.
Radio Accounts: Willson Dairy; political; miscellaneous.

J. R. PERSHALL CO.
105 W. Adams St., Chicago
Tel.: Franklin 2-8440
Radio Dept.: George B. Bogart, William E. Sproat, vice presidents; J. W. Wagner, media assistant.
Radio Accounts: State Street Council; Chicago, North Shore & Milwaukee Railway; Zenith Radio Dist. Corp.

THE PHILLIPS-RAMSEY CO.
604 First Nat'l Bank Bldg., San Diego 1
Tel.: Franklin 2121.
Radio Dept.: Orva Huff, radio director; Robert F. Lewis, media buyer; W. L. Phillips, C. C. Ramsey, account executives.

JOSEPH W. PINKUS ADV.
318 Market St., Newark 2, N. J.
Tel.: Mitchell 2-5475
Radio Dept.: Joseph W. Pinkus, timebuyer.
Radio Accounts: Perfume Import Co.; American Healthaids Co.; Radio-Offers Co.

PLATT-FORBES INC.
7 E. 44th St., New York 17
Tel.: Murray Hill 7-3240
Radio Dept.: William S. Walker, vice president; Thomas O'Donnell, secretary, media director; Guy Wallace, vice president.
Boston 16—31 Providence St.; Tel.: Kenmore 6-3103.
Radio Accounts: Gambarelli & Davitto Wines & Vermouth; Squirrel Brand & Co.

POLLYEA ADVERTISING
670 Cherry St., Terre Haute, Ind.
Tel.: Crawford 6707
Radio Dept.: Marie Pershing, radio director, timebuyer.
Radio Accounts: Hulman & Co.; K. C. Fords; F. W. Cook Co.

POSNER-ZABIN ADVERTISING
95 Madison Ave., New York 16
Tel.: Murray Hill 9-2672
Radio Dept.: James B. Zabin.

R. J. POTTS-CALKINS & HOLDEN
215 W. Pershing Rd., Kansas City 8
Tel.: Grand 5775
Radio Dept.: William J. Brewer, radio director.

POTTS-TURNBULL ADV. CO.
912 Baltimore Ave., Kansas City 6
Tel.: Victor 9400

POWELL-GRANT ADV. INC.
1166 Penobscot Bldg., Detroit 26
Tel.: Woodward 1-4321
Radio Dept.: Robert H. Powell, account executive, timebuyer; Bill Gayek, account executive; Charles Schiappacasse, assistant radio director.
Radio Accounts: Charlie's Nash; Detroit City Ice & Fuel; Dorman's Cafe Lounge; Highland Park Motors; Jefferson Lincoln Mercury; Hillcrest Country Club; Kay-Way-Kales Kramer; Military Inn; Kirby Corp.; Thiele Constr.; Miller Boat & Motor Co.; Plymouth Dealers; McDonald Trailer Sales; Motor City Speedway; Louis Rose Co.; Park Motor Sales.

JOHN O. POWERS CO.
110 William St., New York 38
Tel.: Worth 4-7361
Radio Dept.: Robert W. Powers, treasurer.

PRATER ADV. AGENCY INC.
705 Chestnut St., St. Louis 1
Tel.: Garfield 6490

PRESBA, FELLERS & PRESBA INC.
360 N. Michigan Ave., Chicago 1
Tel.: Central 6-7683
Radio Dept.: W. B. Presba, president, account executive; Marquis M. Smith, vice president, radio director, account executive; E. E. Eldridge, timebuyer.
Radio Accounts: Beltone Hearing Service; Book House for Children; Flex-O-Glass Inc.; Keeley Brewing Co.; Olson Rug Co.; Stix Dental Products.

PROEBSTING, TAYLOR INC.
100 E. Ohio St., Chicago 11
Tel.: Whitehall 4-1051
Radio Dept.: K. C. August, Earl C. Collings, account executives; Stephanie M. Seeder, timebuyer.
Radio Accounts: American Extension School of Law & Elmer Wheeler Training Institute; Hooker Glass & Paint Mfg. Co.

PROFILE ADV.
73 B St., Manchester, N.H.
Tel.: 4-4991

R

RADIO ADV. CORP. OF AMERICA
47 Audubon Ave., Jersey City 5
Tel.: Bergen 4-2332
Radio Dept.: Paul Apello, radio director; John Critelli, timebuyer.
Radio Accounts: Korex Diet Gum; Watchung Lake; Specialty Sales Co.; Grand Central Autos; Stage Coach Inn; Scarne's Magic Club; AFCO Sales Corp.; D. Wolff & Co.; Greeting Cards; China Clipper; Dent-Re-Par Inc.; David Schamroth Co.

RANDALL CO.
75 Pearl St., Hartford 3, Conn.
Tel.: 7-1179
Radio Dept.: Florence Grady, radio director.
Radio Accounts: General Electric Supply; George E. Dewey Co.; Hartford Gas Co.; Hoffman Wallpaper Co.; New England Laundry Co.; Savitt Jewelers; Wachtel's Dept. Store.

FRED M. RANDALL CO.
3314 Book Tower, Detroit 26
Tel.: Woodward 1-4662
Radio Dept.: Charles E. Foerster, timebuyer; Hugh R. Mack Jr., radio director; account executives R. D. Hughes, Hal G. Trump.

RAY-HIRSCH CO. INC.
37 W. 57th St., New York 19
Tel.: Murray Hill 8-3515

KNOX REEVES ADV. INC.
600 First Nat'l-Soo Line Bldg., Minneapolis 2
Tel.: Bridgeport 7701
Radio Dept.: R. E. Neff, radio director; William S. Shepherd, radio program director; G. B. Brown, timebuyer; R. W. Stafford, Paul Phillips, R. H. Burbank, account executives.
Radio Accounts: General Mills Inc. (N-S); Pacific Gamble Robinson Co.; Midland Nat'l Bank; Art Instruction Inc.

REINCKE, MEYER & FINN INC.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-7440
Radio Dept.: Frank M. Baker, radio director.
Radio Accounts: Anderson Co.; Chicago Burlington & Quincy; Sterling Ins. Co.; International Sports Show.

EMIL REINHARDT ADV. AGENCY
1736 Franklin St., Oakland 12, Calif.
Tel.: Templebar 2-2408

FLETCHER D. RICHARDS INC.
(see Harrington-Richards, division)
10 Rockefeller Plaza, New York 20
Tel.: Judson 6-5400
Radio Dept.: E. A. Elliott, vice president for media; Edwin S. Reynolds, radio director; S. J. Frolick, radio commercials supervisor; Robert S. Colodzin, in charge of radio production; William L. Russell, in charge of radio copy; J. M. Kelly, timebuyer; Barbara M. Kiefer, radio traffic coordinator.
Chicago 1—211 N. LaSalle St.; Tel.: Financial 6-3585.
Radio Accounts: American Machine & Foundry Co. (S); Durham-Enders Razor Corp. (S); Eastern Air Lines (S); Foremost Dairies Inc. (S); Peter Fox Brewing Co. (S); Nat'l Sugar Refining Co. (S); United States Rubber Co. (N); Squirt Beverage Co. (S); Morris Plan Co. (S); Western Pacific Railway Co. (S); Avoset Co. (S).

M. EVANS RICHMOND AGENCY
127 S. 22d St., Philadelphia 3
Tel.: Locust 7-1674
Boston 16—230 Boylston St. Tel.: Commonwealth 6-4491.
Hollywood—Yucca Vine Bldg. Tel.: Hempstead 3517.

RICKARD & CO. INC.
11 E. 36th St., New York 16
Tel.: Murray Hill 6-4870
Radio Accounts: Oakite Products Inc.

RINGER & ASSOCIATES INC.
3142 Wilshire Bvld., Los Angeles 5
Tel.: Dunkirk 7-8131
Radio Dept.: Lee Ringer.

DAN RIVKIN AGENCY
1418 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-5766
Radio Accounts: Ford Optical; John Kohler Clothing; Shulte Optical Co.; Spiro's Apparel; Stanley's Corrective Shoes; Moskin Clothes.

ROBERTSON ADVERTISING AGENCY
721 U. S. Nat'l Bldg., Denver 7
Tel.: Keystone 6269
Radio Dept.: Walter Kranz, radio director; Marshall Robertson, Mary Robertson, timebuyers, account executives; John Eby, Wendell McWilliams, account executives; Margaret Pierson, traffic director.
Radio Accounts: Miller Super Markets; Elitch Gardens; Frumess Jewelry Co.; Cottrell Clothing Co.; Thoro Products Co.; Grayson Apparel Co.; Wolfberg Theatres; Weicker Transfer & Storage Co.; Contractors' Heating & Supply; Mel Collier Music; Knight Campbell Music.

ELWOOD J. ROBINSON & CO.
1111 Wilshire Blvd., Los Angeles 17
Tel.: Mutual 6293
Radio Dept.: Talbot Johns, radio director; Robert C. Neuman, media director; Elwood J. Robinson, Melvin A. Jensen, John W. Haynes, account executives.
Radio Accounts: Loma Linda Food Co.; Packard-Bell Co.; Pioneer Savings & Loan Assn.; California Federal Savings & Loan Assn.; Lincoln Savings & Loan Assn.

ROCHE, WILLIAMS & CLEARY INC.
135 S. La Salle St., Chicago 3
Tel.: Randolph 6-9760
Radio Dept.: P. R. Stewart, radio director; N. J. Cavanagh, timebuyer.
Radio Accounts: The Studebaker Corp. (N-S); Holland Furnace Co. (N-S); Chi.-Milwaukee-St. Paul & Pac. R. R. Co. (S); Hardware Mutual Casualty Co. (S); John Puhl Products Co. (S); Stewart & Ashby Coffee Co. (S); Deepfreeze Appli-

(Continued on page 410)

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ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

ance Div., Motor Products Corp. (N-S); National Toilet Co. (S).

ROCKLIN, IRVING & ASSOC.
32 W. Randolph St., Chicago 1
Tel.: Randolph 6-2324
Radio Dept.: I. Rocklin, Lou Burrows, account executives; Trina Shuchat, assistant radio; Helen Wurtzburg.
Radio Accounts: Cole-Finder Inc.; Walton Motors; Union Life; Linoleum City; Chicago Furniture Mart; Kay-Den; Television Appliance Mart; Roxy; Balaban's; Cedar Trees; No-Glare; Bulk Service; Martin Jewelers; Reliable Drapery.

IRVING ROSEN ADVERTISING
230 Fifth Ave., New York 1
Tel.: Oregon 9-1926
Radio Dept.: Irving Rosen, timebuyer; E. Wayne, production.

ROSS ADV. AGENCY
4053 Lindell Blvd., St. Louis 8
Tel.: Lucas 1322
Los Angeles 4—184 S. Alvarado St.; Tel.: Dunkirk 7-2148.
So. Nyack, N. Y.—156 Piedmont Ave.; Tel.: 7-2506.
Kansas City 6, Mo.—823 Walnut St.; Tel.: Baltimore 6730.

CHARLES ROSS ADV. AGENCY
1418 N. Highland Ave., Hollywood 28
Tel.: Hudson 2-1184

CHARLES L. RUMRILL & CO. INC.
339 East Ave., Rochester, N. Y.
Radio Dept.: Alan Brown, radio director.

LOWE RUNKLE CO.
1305 Liberty Bank Bldg., Oklahoma City 2
Tel.: RE 6-3521
Radio Dept.: Maury Ferguson, radio director; Howard Neumann, Harold Kranz, timebuyers and account executives; Roger Pishny, account executive.
Radio Accounts: Ralston Purina Co.; Cain's Coffee Co.; Liberty Nat'l Bank & Trust; Local Federal Savings & Loan Assn.; Arkansas City Flour Mills; Dulaneys; Big Red Warehouse; Simpson Auto Co.; Oklahoma Electrical Supply.

RUTHRAUFF & RYAN INC.
405 Lexington Ave., New York 17
Tel.: Murray Hill 6-6400
Radio Dept.: Tom Slater, vice president, director; Grant Y. Flynn, network timebuyer; Daniel M. Gordon, media director; Henry Frankel, talent buyer.
Chicago 1—360 N. Michigan Ave., Tel.: Financial 6-1833; R. W. Metzger, radio director.
Hollywood 28—1680 N. Vine St.; Tel.: Hillside 7593; Charles Bowes, manager.
Detroit 2—7430 2d Blvd.; Tel.: Trinity 4-2200; Tod Reed, vice president, manager.
Cincinnati 2—Carew Tower; Tel.: Main 2413; John L. Magro, manager.
St. Louis 1—611 Olive St.; Tel.: Main 0127; Oscar A. Zahner, senior vice president, manager.
Dallas 1—505 N. Ervay St.; Tel.: Victor 4-4986; Roger Bacon, manager.
Houston 2—Gulf Oil Bldg.; Tel.: Charter 4-1741; W. Van A. Combs, manager.
Seattle 1—Northern Life Tower; Tel.: Elliott 1572; Francis G. Mullins, vice president, manager.
San Francisco 4—235 Montgomery St.; Tel.: Exbrook 4616; John L. Harvey, vice president, manager, account executive.
Toronto 1—2 Toronto St.; Tel.: Plaza 1515; Gordon Ralston, manager.

LEWIS EDWIN RYAN
726 Jackson Place N.W., Washington 6
Tel.: Republic 7-7606

S

MAXWELL SACKHEIM & CO. INC.
670 5th Ave., New York 19
Tel.: Plaza 8-2086
Radio Dept.: Rae B. Elbrock
Radio Accounts: Children's Record Guild; Arman Co.; Marleboro-Smith Co.

ST. GEORGES & KEYES INC.
250 Park Ave., New York 17
Tel.: Plaza 5-1180
Radio Dept.: James J. Freeman, radio director; William O'Brion, timebuyer.
Radio Accounts: Davison Chemical Corp. (S); Commonwealth Products Co. (S).

WALKER SAUSSY ADVERTISING
823 Perdido St., New Orleans 12
Tel.: Magnolia 3218
Radio Dept.: Walker Saussy, Charles Bloom II, P. J. Stakelum Jr., Dorothea Schlesinger, Joseph C. Shields Jr., account executives.
Radio Accounts: American Brewing Co.; Wm. B. Reily Co. Inc.; Elmer Candy Co.; Petrolane Gas Co.; J. T. Gibbons Inc.; L. A. Frey Co. Inc.

FRANK B. SAWDON INC. ADV.
480 Lexington Ave., New York 17
Tel.: Plaza 5-2516
Radio Dept.: Jerry Bess, radio director in charge of timebuying.
Chicago—75 E. Wacker Dr.; Tel.: Dearborn 2-0826; Marty Hogan, office manager.
Radio Accounts: Robert Hall Clothes; Abelson's Inc. Jewelry.

THE SAXTON AGENCY
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Broadway 6-2142
Radio Dept.: H. Ellis Saxton, radio director; Eunice Grobe, timebuyer.

SCHEIDLER, BECK & WERNER INC.
487 Park Ave., New York 22
Tel.: Murray Hill 8-8866
Radio Dept.: Vera Brennan, radio director; Anne Small, Sally Reynolds, Nina Flinn, timebuyers.
Radio Accounts: Manhattan Soap Co.; Mueller Co.; G. F. Heublein & Bro. Inc.; Int'l Salt Co. Inc.; McIlhenny Co.; Economics Lab. Inc.; Wm. Gretz Brewing Co.

SCHOENFELD, HUBER & GREEN LTD.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-0818
Radio Dept.: Lewis G. Green, radio director; Merritt R. Schoenfeld, account executive; Miriam R. Orr, timebuyer.

SCHOLTS ADV. SERVICE
1201 W. Fourth St., Los Angeles 17
Tel.: Michigan 2396
Radio Dept.: Ruth S. Arnot, radio director.

SCHWIMMER & SCOTT INC.
75 E. Wacker Dr., Chicago 1
Tel.: Dearborn 2-1815
Radio Dept.: Robert Knapp, copy chief, executive radio director; Evelyn Vanderploeg, timebuyer; Dick Ostrander, radio director; account executives President R. J. Scott, Vice President C. H. Lilienfeld, Fred Vosse, Ed Guy, Charles Jones.
Radio Accounts: Boyer Internat'l Labs. Inc.; Chicago Stadium Corp.; Citrus Products Co.; Consolidated Royal Chemical Corp.; Helzberg's Diamond Shops Inc.; Nat'l Tea Co.; ReaLemon Puritan Co.; Red Dot Foods Inc.; Salerno-Megowen Biscuit Co.; Spiegel Inc.; Walgreen Co.

SCOTT'S AGENCY INC.
11 Pemberton Sq., Boston 8
Tel.: Capitol 7-2425

RUSSEL M. SEEDS CO. INC.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-1045
Radio Dept.: Russell B. Young, vice president in charge of radio; Richard Mulford, assistant; Merle Myers, timebuyer; account executives: Freeman Keyes, president; George Aayard, executive vice president; Harry Maus, vice president; Fred Willson, James Witherell, Harry Goldsmith.
Hollywood—7324 Santa Monica Blvd.; Tel.: Hollywood 9-1103; Lou Place, vice president; Fenton Coe.
Radio Accounts: Admiral Corp. (N); Brown & Williamson Tobacco Co. (S); Hadacol (S).

ROSCOE W. SEGAR ADVERTISING
2125 N. E. 48th Ave., Portland 13, Ore.
Tel.: Trinity 3445
Radio Dept.: D. D. Segar, timebuyer and radio director.
Radio Accounts: Niklas & Son; G. B. Wallace Co.

SHAFFER, BRENNAN, MARGULIS ADV. CO.
4 N. 8th St., St. Louis 1
Tel.: Main 2579

THE LEONARD SHANE AGENCY
104 S. Vermont Ave., Los Angeles 4
Tel.: Dunkirk 8-3215
Radio Dept.: Leonard Shane, president; Robert S. Howell, general manager; William T. Crago, radio director, timebuyer; J. M. Lench, assistant radio director, timebuyer; F. J. Rudolph, commercial manager; James Ward, senior account executive; Lyle Westcott, assistant.

RALPH SHARP ADV. INC.
2300 Guardian Bldg., Detroit 26
Tel.: Woodward 2-8070
Radio Dept.: Art Seely, radio director; Lloyd Raddell, media director.

JOHN W. SHAW ADVERTISING
716 N. Rush St., Chicago 11
Tel.: Mohawk 4-6322
Radio Dept.: John W. Shaw, president; Sylvia Slive, timebuyer; David E. Guerrant, vice president, account executive.
Radio Accounts: Armour & Co. (N); Drummond Packing Co.

SHERMAN & MARQUETTE INC.
919 No. Michigan Ave., Chicago 11
Tel.: Delaware 7-8000
Radio Dept.: Louis E. Tilden, radio director; Clifford E. Bolgard, media director; Miss A. E. Anderson, timebuyer.
Radio Accounts: The Quaker Oats Co. (N-S); Oscar Mayer & Co. (S).

CHARLES SILVER & CO.
737 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6625
Radio Dept.: Ben Solomon, radio director, account executive; Charles Silver, account executive.
Radio Accounts: Rival Dog Food (S); Elam Mills (S).

SIMMONDS & SIMMONDS INC.
201 N. Wells St., Chicago 6
Tel.: Andover 3-6645
Radio Dept.: Kenneth R. Willert, radio director, timebuyer; George O'Leary, Phil Tobias Jr., Curtis Winters, account executives.
Radio Accounts: Dr. LeGear Poultry & Livestock; American Grease Stick Co.; American Beauty Macaroni; Atlas Pharmaceutical Dist. Co.; Chicago Forging & Mfg. Co.; Johnny Burgoon; Beck Eng. Combustion Co.; City Transportation; Craft Hosiery; Happy Mills; Hal Collins Co.; International Electric; Harrison Pharmaceutical Dist. Co.; Jon Paul Pharmaceutical Dist. Co.; Krackettes Co.; Linda Sue Candies; Nappanee Milling Co.; Perk Dog Food; Rudd-Humphreys Co.; Sanford Webb Motor Co.; Universal Mills.

SIMON & GWYNN
622 Commerce Title Bldg., Memphis
Tel.: 5-2404
Radio Dept.: Milton Simon, account executive; H. N. Gwynn, account executive, timebuyer.
Nashville—930 Stahlman Bldg.; Tel.: 5-8909; Ken Leckie, account executive.
Radio Accounts: American Snuff Co.; American Tea & Coffee; The Hum-Ko Co.; Ronco Foods; Slumber Products Corp.

SIMONS-MICHELSON CO.
Lafayette Bldg., Detroit 26
Tel.: Woodward 3-3000

RAYMOND L. SINES & ASSOC.
291 Geary St., San Francisco
Tel.: Sutter 1-8137
Radio Dept.: Beth Norman, timebuyer.

LEONARD M. SIVE & ASSOC. INC.
22 W. 7th St., Cincinnati 2
Tel.: Garfield 3000
Radio Dept.: Robert G. Grannen, account executive, radio director; Leonard M. Sive, Cyril J. Wedding, account executives.

SMITH & BULL ADV. AGENCY
6642 Sunset Blvd., Hollywood 28
Tel. Hempstead 5671
Radio Dept.: Richard T. Parker, radio director; Jane T. Darden, timebuyer.

SMITH, TAYLOR & JENKINS INC.
223 Fourth Ave., Pittsburgh 22
Tel.: Atlantic 1-9312
Radio Dept.: Les Sterne, radio director; Tom Cadden, writer; A. L. Marisco, musical director; Ron Taylor, Cook Thompson, Bob Quaid, Bill Sutherland, account executives.
Radio Accounts: PGH Brewing; PGH Prov. & Packing; Sealy Mattress; Dad's Root Beer; Dr. Ellis; Otto Milk; Walter H. Burns.

STAAKE & SCHOONMAKER CO.
808 Kalamazoo Bldg., Kalamazoo, Mich.
Tel.: 3-1678
Radio Dept.: Carl B. Schoonmaker, John G. Eldredge.
Radio Accounts: First Nat'l Bank.

CHARLES N. STAHL ADV. AGENCY
440 S. Boylston St., Los Angeles 17
Tel.: Madison 7844
Radio Dept.: John F. Courcier, Charles N. Stahl.
San Francisco—Stahl-Casey Advertising, 208 Sheldon Bldg.; Tel.: Exbrook 2-4713; John J. Casey.
Radio Accounts: Dr. Beauchamp; Fletcher Jones.

STANLEY ADV. AGENCY INC.
2616 David Broderick Tower, Detroit 26
Tel.: Woodward 5-6155
Radio Dept.: Stanley Altschuler, manager; Leonard Kotowski, account executive; Barbara Fisher, timebuyer.

BARTON A. STEBBINS
1250 Wilshire Blvd., Los Angeles 17
Tel.: Trinity 8821
Radio Dept.: E. C. Bloodworth, radio director; Nat Jeffras, account executive. A. W. Gudelman, timebuyer, account executive.
Radio Accounts: Signal Oil Co.; Certified Grocers of Calif.; Brewster's Food Supplement.

STEINER, TOWERS, DOBRIN & KAUS
221 W. 57th St., New York 19
Tel.: Circle 6-0912
Radio Dept.: Jack Steiner, Frank Kaus.

STERLING ADV. AGENCY INC.
535 5th Ave., New York 17
Tel.: Murray Hill 7-3400
Radio Dept.: Myron L. Broun, radio director.

STOCKTON-WEST-BURKHART INC.
1300 First Nat'l Bank Bldg., Cincinnati 2
Tel.: Dunbar 5600
Radio Dept.: Ranald S. West, vice president, director of radio; Miner Raymond III, manager of radio production; Robert A. McDowell, vice president and director of media; James A. Gray, radio timebuyer; Lawrence G. Puchta, J. H. Phillips, W. S. Brown, account executives.
New York 22—501 Madison Ave. Tel: Eldorado 5-1041. Richard Dunn, manager.
Radio Accounts—C. G. & E.; Ohio Oil; Hudepohl; Andrew Jergens Co.; Central Trust Co.

STOCKWELL & MARCUSE
Industrial Bank Bldg., Detroit 26
Tel.: Woodward 1-4484

STODEL ADV. CO.
5611 Melrose Ave., Hollywood 38
Tel.: Hollywood 9-7163

STORM & KLEIN INC.
50 E. 42d St., New York 17
Tel.: Murray Hill 7-4460
Radio Dept.: Edward Klein, media director; Arthur Klein, timebuyer.

STREET & FINNEY INC.
76 9th Ave., New York 11
Tel.: Watkins 4-8510
Radio Dept.: Howard Miller, radio production director; Warren Faxon, John T. Kelly Jr., Robert Finney, W. G. Johnston, account executives; Helen A. Thomas, timebuyer.
Chicago 3—120 S. LaSalle St. Tel: Randolph 6-3657. Frank E. Duggan, account executive.
Radio Accounts: Foster Milburn Co.; Chattanooga Medicine Co.; G. T. Fulford Co.; Kress & Owen Co.; Colgate-Palmolive-Peet Co.

BOB STRUBLE & ASSOC.
735 N. Vine St., Hollywood 38
Tel.: Hillside 0249
Radio Dept.: R. B. Struble, radio director; Len McLean, timebuyer; Bruce Bailey, music director; Hank Caldwell, Baden Powell, Ted Yerxa, Karen Struble, account executives.
Radio Accounts: Empire Home Improvement Co.; Foundation Films Corp.; Felix DeCola Inc.; Customers Club Inc.

CHARLES R. STUART ADV.
625 Market St., San Francisco
Tel.: Douglas 2-2438
Radio Dept.: Fred M. Parke, account executive.
Radio Accounts: Bank of America (N).

DANIEL F. SULLIVAN CO.
216 Tremont St., Boston 16
Tel.: Hancock 6-7643

SULLIVAN, STAUFFER, COLWELL & BAYLES INC.
437 5th Ave., New York 16
Tel.: Oregon 9-2500
Radio Dept.: Philip H. Cohen, vice president for radio; Francis Minehan, vice president for media; John McCorkle, Jean Carroll, Stephen Suren, timebuyers.
Hollywood 28—6253 Hollywood Blvd.; Tel.: Hillside 2119; J. J. Van-Nostrand, vice president for radio.

SUPERIOR ADVERTISING INC.
300 Fort Wayne Bank Bldg., Fort Wayne 2
Tel.: Anthony 6131
Radio Dept.: T. M. Perkins, president.
Radio Accounts: McMillen Feed Mills.

SUTHERLAND-ABBOTT
234 Clarendon St., Boston 16
Tel.: Kenmore 6-1472
Radio Dept.: Thomas R. Covey, Jr., radio director; Evelyn Victor, assistant.
Radio Accounts: Blue Cross-Blue Shield; Homelite Corp.; Orange Food Products; Schlotterbeck & Foss Co.

SYKES ADVERTISING INC.
1101 Fifth Ave., Pittsburgh 19
Tel.: Grant 1-6120
Radio Dept.: Milnor Roberts, radio director.

T

TAGGART & YOUNG
7364 Beverly Blvd., Los Angeles 36
Tel.: Webster 3-8108
Radio Dept.: Ray Lewis, radio director.
Radio Accounts: Parklabrea; Tom Ray Pontiac Co.

TATHAM-LAIRD INC.
64 E. Jackson Blvd., Chicago 4
Tel.: Harrison 7-3700
Radio Dept.: George A. Bolas, radio director.
New York 22—595 Madison Ave.; Tel: Plaza 3-7057; H. Lawrence Holcomb, William Vance, radio supervisors.
Radio Accounts: Toni Co. (N-S); General Mills (N); Geo. Wiedemann Brewing Co. (S).

GEORGE TAYLOR ADV. AGENCY
420 Market St., San Francisco 11
Tel.: Garfield 1-6812
Radio Dept.: George Taylor, Carl Christopher, timebuyers and account executives.
Radio Accounts: J. E. French Co.; Hoberg's; Byington Electric; Exposition Fish Grotto; Henry Doegler; Panelli's; Mel's Drive-In; Paoli's.

TECH ADGENCY INC.
1004 E. Jefferson Ave., Detroit 7
Tel.: Woodward 2-7367
Radio Dept. M. M. Winthrop, radio director, timebuyer.

J. WALTER THOMPSON CO.
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-2000
Radio Dept. Stanley Resor, president; John U. Reber, vice president in charge of radio; James O. Luce, Anne C. Wright, Jayne M. Shannon, timebuyers; Virginia Spragle, H. Bart McHugh Jr., Howard Reilly, radio talent buyers.
Chicago 11—410 N. Michigan Ave.; Tel.: Superior 7-0303; George C. Reeves, manager; Peter Cavallo, radio director; Ed Fitzgerald, timebuyer.
Detroit 26—535 Griswold St.; Tel.: Woodward 2-8890; Norman H. Strouse, manager, vice president.
Los Angeles 48—6399 Wilshire Blvd.; Tel.: Webster 3-7201; Thomas Cooper, vice president, general manager; Eileen Henriquez, timebuyer.
San Francisco 4—320 California St.; Tel.: Garfield 3510; Henry T. Stanton, vice president, general manager; Fred Fidler, vice president, manager; Frances Austin, timebuyer.
Lakeland, Fla.—712 Marble Arcade Bldg.; Tel.: 2-4571; John Forshew, manager.
Coral Gables, Fla.—220 Miracle Mile; Tel.: Miami 83-5457; Frank W. Linder, manager.
Seattle 1—White-Henry-Stuart Bldg.; 1338 4th Ave.; Tel.: Main 8576; Floyd O. Flint, manager.
(also 22 foreign offices).
Radio Accounts: Credit Union Nat'l Assn., Ford Div. of Ford Motor Co., Johns-Manville Corp., Kraft Foods Co. (S), Lever Bros. Co. (S), RCA (S), Swift & Co. (S), all N; Libby, McNeil & Libby, Standard Brands Inc., J. B. Williams Co., all R; P. Ballantine & Sons, Ford Dealers, Northern Trust Co., Pan American World Airways, Pan American Grace Airways, RCA Victor, Safeway Stores Inc., Shell Oil Co., Ward Baking Co., J. B. Williams, Carolina Coach Co., Fannie Farmer Candy Shops, Indiana Bell Tel. Co., Kilmer & Co., Mentholatum Co., Modern Coach Co., Southwest Airways, Washington State Apples, Wash. State Dairies, Wash. State Ferries, Yellow Cab Co. of L. A., all S.

ARTHUR TOWELL INC.
119 Monona Ave., Madison 1, Wis.
Tel.: 6-2668
Radio Dept.: Philip M. Davies, radio director.
Radio Accounts: Nat'l Guardian Life; Oscar Mayer & Co.; Mautz Paint & Varnish Co.; Gisholt Machine Co.; Magnecord Inc.

TOWN CRIER AGENCY INC.
305 Wickham Bldg., Council Bluffs, Iowa.
Tel.: 7768
Radio Dept.: D. H. Filbert, radio director; William Belcher, Norman Filbert Jr., account executives.
Radio Accounts: Roberts Dairy Co.; Broadway Cleaners; Continental Keller; Soft Water Service; State Savings Bank; Emarines Printers; Playland Park.

TRACY, KENT & CO. INC.
515 Madison Ave., New York 22
Tel.: Eldorado 5-4404
Radio Dept.: Philip A. Baecker, radio director; Frank S. Kent, William Irwin Tracy, Hudson Budd, account executives.
Radio Accounts: H. C. Brill Co. Inc.; Gristede Bros. Inc.; J. W. Beardsley's Sons; Dellwood Dairy Co.; Packers Tar Soap Inc.; Charles & Co. Inc.

TRACY-LOCKE CO. INC.
1307 Pacific Ave., Dallas 1
Tel.: Prospect 8655
Radio Dept.: Philip L. McHugh, radio director; Ernestine Cummings; assistant radio director; Ernestine Parker, media director; Morris Hite, president, account executive; Robert I. Preis, account executive.
Houston 2—711 Main St.; Tel.: Charter 5467; Clay W. Stephenson Jr., account executive & vice president.
Radio Accounts: Adleta Co.; Anheuser-Busch for Texas; Mrs. Baird's Bakeries; Borden Co.; Burrus Mills Inc.; Comet Rice; Duncan Coffee Co.; Imperial Sugar Co.; Skillern Drug Co.

TURNER ADV. AGENCY
101 E. Ontario St., Chicago 11
Tel.: Michigan 2-6426
Radio Dept.: John K. Turner, J. Gordon Turner, Al R. Boyd, account executives.
Radio Accounts: O-Cedar Corp.; Berry Bros.

U

C. J. ULRICH & ASSOC.
3253 Irving Park Rd., Chicago 18
Radio Dept.: C. J. Ulrich, timebuyer.

V

VANSANT, DUGDALE & CO.
15 E. Fayette St., Baltimore 2
Tel.: Lexington 5400
Radio Dept.: Robert V. Walsh, radio director; Rita G. Eastman, radio copy; Marilyn Bauer, timebuyer; R. E. Daiger, C. M. Buchanan, H. G. Erck, Nicholas VanSant, D. J. Loden, account executives; Harry Brian, vice president, copy & plans; Donald B. Buckley, marketing, research director; Uran Moss, media director.
Radio Accounts: Anchor Post Products; Black & Decker (home utilities); Charles D. Briddell; The Crosse & Blackwell Co.; Equitable Trust Co.; A. B. Farquhar; Fram Corp. (automotive); Gibbs & Co.; International Bedding; Schluderberg-Kurdle Co.; Sherwood Bros. Inc.; B. F. Shriver Co.; Tilghman Packing Co.; U. S. F. & G.; Harry T. Campbell Sons Corp.; Lacy Products Inc.; Lehigh Chemical Products Co.

CARLO VINTI ADVERTISING
431 Fifth Ave., New York 16
Tel.: Murray Hill 9-8476
Radio Dept.: Carlo Vinti, producer; Joseph Vinti, writer; Joseph Bamboschek, musical director; Anthony Stivanello, staging.
Radio Accounts: Uddo & Taormina; Gallo Wines; J. Ossola Co.; National Candles.
San Francisco, Philadelphia and Chicago branch offices.

W

GEOFFREY WADE ADV.
20 N. Wacker Dr., Chicago 6
Tel.: State 2-7369
Radio Dept.: Paul McCluer, general manager; Louis J. Nelson, media director; Jack Farnell, director of radio operations; D. S. Williams, timebuyer.
Hollywood 28—6223 Selma Ave.; Tel.: Hillside 7457; R. E. Dwyer, manager; Forrest F. Owen Jr., radio director; Ed Pierce, assistant radio director.
Radio Accounts: Miles Labs. (N-S); Murphy Products Co. (S); De Mets Inc. (S).

LOUIS E. WADE INC.
204 Paramount Bldg., Fort Wayne 2
Tel.: Anthony 6282
Radio Dept.: Louis E. Wade, account executive and timebuyer; Edward P. Wade, account executive.
Radio Accounts: G. E. Bursley Co.; The Howard Co.; Patterson-Fletcher Co.; Meyer Drug Co.; Wolf Bedding Co.; Home Telephone & Telegraph Co.

WADSWORTH & WALKER INC.
517 Gerona Ave., Miami 46, Fla.
(Mail: PO Box 466, Coconut Grove Sta., Miami 33)
Tel.: Miami 67-3666
Radio Dept.: Ralph K. Wadsworth, president.
New York 17—369 Lexington Ave.; Tel.: Murray Hill 5-6100.

HUGH WAGENSEIL & ASSOC.
Talbott Bldg., Dayton 2
Tel.: Hemlock 5542

WALKER & DOWNING GENERAL AGENCY
532 Oliver Bldg., Pittsburgh 34
Tel.: Grant 1-1900
Radio Dept.: Robert Stevens, radio director; William O. Burge, Frank A. Orr, assistant directors.

WALLACE-FERRY-HANLY CO.
400 W. Madison St., Chicago 6
Tel.: Franklin 2-6440
(For Personnel, see Hanly, Hicks & Montgomery)
Radio Accounts: Campana Sales Co. (N).

WARWICK & LEGLER INC.
230 Park Ave., New York 17
Tel.: Murray Hill 4-5800
Radio Dept.: William P. Warwick, radio director; Joe Gratz, Robert Steen, assistants.
Los Angeles 5—2405 W. 8th St.; Tel.: Dunkirk 3-1141; Cecil Underwood, radio director.
Radio Accounts: Equitable Life Assurance Society (N); Ex-Lax Inc. (N-S); Hoffman Beverage Co. (S); Larus & Bro. Co. (S); Los Angeles Brewing Co. (R-S); Kingan & Co. (N-S); Pabst Sales Co. (N-S).

WATTS, PAYNE-ADVERTISING INC.
900 S. Main St., Tulsa 3
Tel.: 3-8108
Radio Dept.: Don Mitchell, radio director; account executives Don Dyer, Benton Ferguson, R. C. Keefe, Leslie Hauger.
Dallas—Fidelity Bldg. Tel.; Riverside 5201. Marie Callahan, Burke Gilliam, account executives.
Radio Accounts: Oklahoma Tire & Supply Co.; United Federal Savings & Loan; Mid-West Chevrolet; Bell Oil & Gas Co.; White Auto Stores; Blackburn's Syrup; Bryan & Sons; Burt's Ice Cream; Will Rogers Hotel; Ozark Nurseries; Hanna Lumber Co.; Watt Plumbing Supply; Pepsi Cola; First Nat'l Bank & Trust; Mayo Hotel; Brookside State Bank; Palace Office Supply; Political Party, Tennessee Dairies.

WAXELBAUM ADVERTISING CO.
10 E. 43rd St., New York 17.
Tel.: Murray Hill 2-7398

LUTHER WEAVER & ASSOC.
405 Oppenheim Bldg., St. Paul 5
Tel.: Garfield 4715
Radio Dept.: Luther Weaver, radio executive & owner; Don Gardner, account executive.

THE ARMAND S. WEILL CO.
170 Franklin St., Buffalo 2
Tel.: Washington 6250
Toronto 2, Ont., Canada—225 Mutual St.; Tel.: Empire 35112

MILTON WEINBERG ADV. CO.
3508 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 3-4134
Radio Dept.: William H. Krauch, radio director, account executive; Selma Solmann, media director; Florie Field, timebuyer.

WILLIAM H. WEINTRAUB & CO. INC.
488 Madison Ave., New York 22
Tel.: Murray Hill 8-3900
Radio Dept.: Harry Trenner, vice president in charge of radio; Carlos A. Franco, general manager of radio; Gladys York, timebuyer.
New York—49 E. 53d St.; Tel.: Plaza 9-8488.
Radio Accounts: Blatz Brewing Co.

WEISS & GELLER INC.
400 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-1124
Radio Dept.: Marvin L. Mann, vice president, radio director; Jack Bard, media analyst, timebuyer; Irving D. Auspitz, creative director; Don Paul Nathanson, vice president, account supervisor; Eugene W. Cooper, Byron Bonnheim, account executives.
New York 17—400 Madison Ave.; Tel.: Plaza 4-4070; Bruce M. Dodge, radio production director; Frank P. Higgins, assistant.
Radio Accounts: Toni Co. Div. Gillette Co. (N-S); Wine Corp. of America (N-S); Terre Haute Brewing Co. (S); Wyler Soups (S); College Inn Foods (S).

WELSH-HOLLANDER ADV.
350 S. Alvarado St., Los Angeles 5
Tel.: Dunkirk 9-1171

L. W. WENDT CO.
Strain Bldg., Great Falls, Mont.
Radio Dept.: W. E. Wendt, account executive.
Radio Accounts: Great Falls Breweries; Jersey Gold Foods; Montana Bank; Montana Flour Mills.

WERTHEIM ADV. ASSOC.
11 W. 42d St., New York 36
Tel.: Wisconsin 7-5978

WESLEY ASSOC.
247 Park Ave., New York 17
Tel.: Eldorado 5-2680
Radio Dept.: J. D. Knap Jr., media director; C. O'c. Sloane, account executive.
Radio Accounts: Shulton Inc.; Winston Inc.; Paradise Prod.; Lipstae.

WEST-MARQUIS INC.
1220 Wilshire Blvd., Los Angeles 17
Tel.: Madison 9-2214
Radio Dept.: George Anthony, media department manager; Hazel S. Beaver, assistant media manager.
San Francisco 3—785 Market St.; Tel.: Garfield 1-1716; Harold H. Marquis, vice president.
Portland 5, Ore.—833 American Bank Bldg.; Tel.: Broadway 7373; Richard K. Stanton, vice president.
Seattle 4—1473 Dexter Horton Bldg.; Tel.: Mutual 1066; Wells R. Wiley, vice president.
Long Beach 12, Calif.—602 Pacific Ave.; Tel.: 7-5171; Jack Horner, manager. (Fashion Arts Div.)
Los Angeles 5—2404 W 7th St.; Tel.: Dunkirk 7-4348; Charles B. Smith, manager.
Radio Accounts: Norris-Thermador Corp.; Northrop Aircraft Inc.; General Petroleum Corp.; J. W. Robinson Co.; Pacific Northern Airlines Inc.; Wilbur-Ellis Co.; Calif. Farm Bureau Federation; Niagara Equipment Co.; Atlas Heating & Ventilating Co.; M. E. Bernstein Co.; Gallagher Motors Inc.

WESTERN ADVERTISING AGENCY INC.
668 S. Coronado, Los Angeles 5
Tel.: Dunkirk 7-7367
Radio Dept.: Milton V. Carlson, radio director; Ruth Johnson, timebuyer; account executives V. M. Barton, Ray Banks, John Moore, Ken Slee.
Radio Accounts: Voice of Prophecy Inc. (N-S); Inter-American Division, SDA (S); Art Frost; Ontra Cafeterias; Stationers Corp; Overseas Div. of Gen. Conference of SDA.

(Continued on page 412)

KSAN FRANCISCO'S MOST POWERFUL INDEPENDENT
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Directory of 1952

NATIONAL AND REGIONAL RADIO ADVERTISERS

AND THEIR AGENCIES

United States and Canada

N Network, S Spot, D-C Dealer Cooperative

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A

ABBOTTS DAIRIES Inc., 3041-43 Chestnut St., Philadelphia, dairy products and ice cream. Adv. Exec.: George G. Diffenback. Agency: Richard A. Foley Adv., Philadelphia. Acct. Exec.: Lee E. Hood.

ABRAHAM & STRAUS, 4200 Fulton St., Brooklyn, N. Y., department store. Adv. Exec.: Edward Berman. Agency: Kiesewetter & Assoc., New York.

ACME BREWERIES, 726 Fulton St., San Francisco, Acme Gold Label beer. Adv. Exec.: Eliot Stoutenburgh. Agency: Foote, Cone & Belding, San Francisco.

ACME-EVANS Co., 902 W. Washington Ave., Indianapolis, E-Z Bake all purpose flour; Angelite and White Plume cake flour; White Rose flour, and E-Z Bake white and yellow corn meal. Adv. Exec.: C. A. Cox. Agency: Ross Roy Inc., Detroit.

ACME FEEDS Inc., Forest Park, Ill., feeds for livestock. Agency: DeMunn & McGuinness Inc., Chicago.

ACME QUALITY PAINTS Inc., 8250 St. Aubin Ave., Detroit, paint, varnish and lacquer. Adv. Exec.: F. J. Schulte. Agency: Henri, Hurst & McDonald Inc., Chicago. Acct. Exec.: W. D. McDonald.

ADA MILLING Co., Ada, Okla., Cambric flour and Evergreen feeds. Agency: Galloway-Wallace Adv., Oklahoma City. Acct. Exec.: John W. Wallace.

ADAMS Corp., Korn Kurl Div., 1126 Harvey St., Beloit, Wis., Korn Kurls, Kornfections and Kurley Kues.

ADELPHI PAINT & COLOR WORKS Inc., 86-00 Dumont Ave., Ozone Park, N. Y., paint products(S). Adv. Exec.: Bernard N. Cullen.

HOTEL ADELPHIA, Chestnut & 13th St., Philadelphia, rooms and restaurants. Adv. Exec.: Henry Haas. Agency: Adrian Bauer Adv., Philadelphia. Acct. Exec.: A. Bauer.

ADLER SHOES FOR MEN, 122 E. 42d St., New York, shoes. Agency: Frederick-Clinton Co., New York. Acct. Exec.: Harold Rieff.

ADOLPH'S FOOD PRODUCTS, 2315 Magnolia Blvd., Burbank, Calif., seasoned meat tenderizer. Adv. Exec.: Robert H. Deutsch. Agency: Harvey & Shelley Co., Los Angeles. Acct. Exec.: James P. Shelley.

AETNA PLYWOOD & VENEER Co., 1731 Elston Ave., Chicago, plywood, veneer, tile boards, doors and plastic sheets. Adv. Exec.: George Garland. Agency: Wamsley & Heer, Chicago. Acct. Exec.: Raymond Heer.

AETNA PRODUCTS Co., 202 E. 44th St., New York, Del-E-Tape typewriter ribbons. Adv. Exec.: Fred Newman. Agency: Turner & Dyson, New York. Acct. Exec.: Franklin W. Dyson.

AIRADIO Inc., Melrose Ave. & Barry Pl., Stamford, Conn., aircraft communication equipment and variable condensers. Adv. Exec.: W. E. Burgess. Agency: Hugh Graham & Assoc., New Britain, Conn.

AIRLINE FOODS Corp., 1130 Elizabeth Ave. W., Linden, N. J., food products. Adv. Exec.: Fred Matthei. Agency: Mann-Ellis Inc., New York. Acct. Exec.: Jerome Dobin.

AIRMAID HOSIERY MILLS, 4408 2d Ave., Dallas, Tex., nylon hose. Adv. Exec.: Dorothy M. Cantrell. Agency: Taylor - Norsworthy, Dallas. Acct. Exec.: T. W. Norsworthy.

AIR-WAY ELECTRIC APPLIANCE Corp., 2101 Auburn Ave., Toledo, vacuum cleaners. Agency: Beeson-Reichert Inc., Toledo. Acct. Exec.: G. D. Welles Jr.

ALABAMA-GEORGIA SYRUP Co., North Court, Montgomery, Ala., syrup. Adv. Exec.: J. E. Griggs. Agency: Fitzgerald Adv., New Orleans. Acct. Exec.: Joe L. Killeen.

ALADDIN LABS. Inc., 419 S. 6th St., Minneapolis, Jon-E hand warmer. Agency: Erwin, Wasey & Co., Minneapolis. Acct. Exec.: James Keeler.

ALASKA STEAMSHIP Co., Pier 42, Seattle, passenger and freight service to S. E. and S. W. Alaska and Bering Sea. Agency: Frederick E. Baker & Assoc., Seattle.

ALBATROS Inc., Caribou, Me., granular fertilizer. Adv. Exec.: W. G. Robertson. Agency: R. Neily Assoc., Boothbay Harbor, Me. Acct. Exec.: Hartley Baxter.

ALBERS MILLING Co., 5045 Wilshire Blvd., Los Angeles, Albers cereals and feeds and Friskie dog food. Adv. Exec.: William N. Huse. Agency: Erwin, Wasey & Co., Los Angeles. Acct. Exec.: Eric Lifner.

ELI E. ALBERT Inc., 935 Broadway, New York, boys' wear. Agency: Stevens Adv., New York. Acct. Exec.: Gloria Felicia Sobelman.

ALBIN ENTERPRISES, 1401 W. 8th St., Los Angeles, DyBasik dentifrices and Elkay hose nozzle. Agency: Edward S. Kellogg Co., Los Angeles.

THE ALDEN-WONDERALL Co., 6524 Walker St., Minneapolis, infants' and children's wear. Agency: Bozell & Jacobs, Minneapolis.

ALL-AMERICAN AIRWAYS Inc., Washington National Airport, Washington, D. C., air travel. Adv. Exec.: David L. Miller. Agency: Buchanan & Co., New York.

ALLEN-EDMONDS SHOE Corp., Belgium, Wis., shoes. Agency: Baker, Johnson & Dickinson Adv., Milwaukee. Acct. Exec.: Dick Harrison.

J. P. ALLEN & Co., 215 Peachtree St., Atlanta, apparel. Adv. Exec.: Sarabelle Slicer. Agency: Spadea Inc., New York. Acct. Exec.: James V. Spadea.

ALLEN Mfg. Co., 300 10th Ave. N., Nashville, Tenn., ranges, heaters and oil burning appliances. Adv. Exec.: M. M. Dowlen. Agency: C. P. Clark Inc., Nashville.

ALLEN PRODUCTS Co., 1038 N. Jerome St., Allentown, Pa., Alpo dog food. Agency: Weightman Inc., Philadelphia. Acct. Exec.: Jack Rensel.

ALLES & FISHER Inc., 716 Columbus Ave., Boston, J. A. and 63 cigars. Adv. Exec.: Simon C. Hyneman. Agency: L. B. Hawes General Adv., Boston.

ALLIED MILLS Inc., Board of Trade Bldg., Chicago, O-Brand flour, Kreemex pancake flour, Wayne and Amco feeds. Adv. Exec.: John L. Richardson. Agency: Western Adv., Chicago. Acct. Exec.: Lee Hammett.

ALLIED VAN LINES Inc., 1018 S. Wabash Ave., Chicago, long distance movers. Adv. Exec.: M. T. McGuineas. Agency: McCann-Erickson Inc., Chicago. Acct. Exec.: James Kurz.

ALLIS-CHALMERS Mfg. Co., 1126 S. 70th St., Milwaukee, electrical and industrial machinery. Adv. Execs.: R. A. Crosby (Tractor Div.); Arthur R. Tofte (General Machinery Div.). Agencies: Bert S. Gittins Adv., Milwaukee (Tractor Div.); Compton Adv., New York (institutional general business paper and export advertising). Acct. Exec.: E. Battey.

ALLSTATE INSURANCE Co., 3245 W. Arthington St., Chicago, automobile insurance. Adv. Exec.: R. E. Gorman. Agency: Christiansen Adv., Chicago.

ALTES BREWING Co., 3765 Hurlbut Ave., Detroit, Golden Lager beer. Adv. Exec.: John P. Rudden. Agencies: McCann - Erickson, Detroit. Acct. Exec.: H. R. Doering; The Phillips-Ramsey Co., San Diego (West Coast advertising).

ALTORFER BROS. Co., E. Peoria, Ill., washers and ironers. Adv. Exec.: G. C. Cyr. Agency: Cramer-Krasselt Co., Milwaukee.

ALVES PHOTO SERVICE Inc., Quincy, Mass., Christmas cards, Adv. Exec.: John J. Alves. Agency: The Bresnick Co., Boston.

AMALGAMATED CLOTHING WORKERS OF AMERICA, 15 Union Sq., New York, union label campaign. Adv. Exec.: Howard D. Samuel. Agency: Ben Sackheim Inc., New York. Acct. Exec.: Lloyd Whitebrook.

AMANA REFRIGERATION Inc., Amana, Iowa, food freezers and refrigerators. Adv. Exec.: M. E. Morris. Agency: Maury, Lee & Marshall, New York. Acct. Exec.: Maury Bergman.

AMBASSADOR HOTEL, 3400 Wilshire Blvd., Los Angeles. Adv. Exec.: Don J. Daley. Agency: Swafford & Co., Los Angeles. Acct. Exec.: C. K. Swafford.

FRED W. AMEND Co., 805 N. Griffin St., Danville, Ill., Chuckles candy. Agency: Henri, Hurst & McDonald Inc., Chicago.

THE AMERICAN AGRICULTURAL CHEMICAL Co., 50 Church St., New York, fertilizers and chemicals. Adv. Exec.: Gerard W. Gaffney. Agency: Cowan & Dangler Inc., New York.

AMERICAN BAKERIES Co., 520 Ten Pryor St. Bldg., Atlanta, wholesale bakery products (N) (S). Adv. Exec.: W. E. Tompkins. Agency: Tucker, Wayne & Co., Atlanta. Acct. Exec. D. D. Connah.

AMERICAN BEAUTY MACARONI Co., 552 Campbell St., Kansas City, macaroni, spaghetti, vermicelli and egg noodles. Adv. Exec.: Ralph Sarli. Agencies: Simmonds & Simmonds Inc., Chicago; Dan B. Miner Co., Los Angeles (Western Div.); Rogers & Smith, Kansas City (Kansas City Div.).

AMERICAN BIRD PRODUCTS Inc., 2610 W. 25th Pl., Chicago, American 3 Vees bird food. Adv. Exec.: M. R. North.

AMERICAN BREWERY Inc., 1700 N. Gay St., Baltimore, Md., ale and beer. Adv. Exec.: R. Leiter FitzSimons. Agency: Elmer D. Free, Baltimore.

AMERICAN BREWING Co., 717 Bienville St., New Orleans, Regal beer. Adv. Exec.: Michael O'Brien. Agency: Walker Saussy Adv., New Orleans.

AMERICAN BUSLINES Inc., 616 S. Michigan Ave., Chicago, bus transportation. Agency: Hanson & Hanson Inc., Chicago. Acct. Exec.: Ray Hanson.

AMERICAN CHEMICAL PAINT Co., Ambler, Pa., ACP chemicals, Deoxidine, Rodine, Cuprodine, Flosol, Lithoform, Rootone, Fruitone and Transplantone. Adv. Exec.: Norman P. Gentieu. Agency: Gray & Rogers, Philadelphia.

AMERICAN CHICLE Co., Thompson Ave. & Manly St., Long Island City, N. Y., chewing gum. Adv. Exec.: R. L. Harris. Agencies: Sullivan, Stauffer, Colwell & Bayles, New York (Dentyne, Chiclets, Beeman's and 5 cent gum brands); Dancer - Fitzgerald - Sample, New York (Crawford's cough gum and Chlorophyll gum).

AMERICAN CIGARETTE & CIGAR Co., 111 Fifth Ave., New York, Pall Mall cigarettes and International cigars. Adv. Exec.: A. Gordon Findlay. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

AMERICAN COFFEE Co., 800 Magazine St., New Orleans, French Market, French Opera, Morning Joy and St. Charles coffees. Adv. Exec.: Lowry Snow. Agency: Robert Kottwitz Adv., New Orleans. Acct. Exec.: Robert Kottwizt.

AMERICAN CRANBERRY EXCHANGE, 5 S. Six St., Boston, Eatmor cranberries. Agency: BBDO, New York. Acct. Exec.: Leicester H. Sherrill.

AMERICAN EXPRESS Co., 65 Broadway, New York, travel, travelers cheques, money orders, import-export shipping. Adv. Exec.: Ed Roberts. Agencies: Benton & Bowles, New York (travelers cheques); The Caples Co., New York (money orders and foreign remittances); Kelly, Nason Inc., New York (travel and foreign traffic). Acct. Exec.: Paul Winship.

AMERICAN FIELD SEED Co., 1929 W. 43d St., Chicago, farm seeds. Agency: Lessing Adv. Co., Des Moines.

AMERICAN FRIGID-DOUGH Inc., 4920 W. Madison St., Chicago, Frigid-Dough. Adv. Exec.: Marvin R. Polkow. Agency: Schwimmer & Scott, Chicago.

AMERICAN FRUIT GROWERS Inc., P. O. Box 2035, Terminal Annex, Los Angeles, Blue Goose fresh fruits and vegetables and Tuba-Lemon (S). Adv. Exec.: L. E. Risk. Agency: Mogge-Privett Inc., Los Angeles. Acct. Exec.: Norton W. Mogge.

AMERICAN GIRL SHOE Co., 120 Kingston St., Boston, shoes. Adv. Exec.: O. J. Sullivan. Agency: Bresnick Co., Boston. Acct. Exec.: Oscar Bresnick.

AMERICAN GREASE STICK Co., Muskegon, Mich., specialized lubricants. Agency: Simmonds & Simmonds Inc., Chicago.

AMERICAN GUERNSEY CATTLE CLUB, 70 Main St., Peterborough, N. H., promotion of Guernsey breed and products. Adv. Exec.: Elsworth W. Bunce. Agency: Badger, Browning & Parcher, Boston. Acct. Exec.: C. P. Parcher.

AMERICAN HOME FOODS Inc., 22 E. 40th St., New York, food products. Adv. Exec.: Warren Tingdale. Agencies: Young & Rubicam, New York (Clapp's baby food and Chef Boy-Ar-Dee quality foods); Ted Bates & Co., New York (Duff's baking mix and G. Washington Div.); W. Earl Bothwell Inc., New York (Burnett Div.).

AMERICAN INDEMNITY Co., 2328 Ave. B, Galveston, Tex., fire and casualty insurance. Adv. Exec.: C. S. Kuhn.

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

WESTHEIMER & BLOCK
315 N. 7th St., St. Louis 1
Tel.: Garfield 4080

TOM WESTWOOD ADV. AGENCY
416 W. 8th St., Los Angeles 14
Tel.: Trinity 8496
Radio Dept.: Tom Westwood, account executive; Agnes M. Larson, timebuyer.
Radio Accounts: Voice of China (N); So. Calif. Lutheran Hour.

WARD WHEELOCK CO.
Lincoln-Liberty Bldg., Philadelphia 7
Tel.: Rittenhouse 6-7500
New York 22—444 Madison Ave.; Tel.: Plaza 3-7120
Hollywood—California Bank Bldg.; Tel.: Hillside 9221

WHITE ADVERTISING AGENCY OF OKLAHOMA
19 W 10th St., Tulsa 14, Okla.
Tel.: 2-5194
Radio Dept.: Marguerite Cunningham, radio director; L. E. White, Bruce D. Hall, account executives.
Oklahoma City—415 Commerce Exchange Bldg.; Tel.: Regent 6-7878; Stephen Olesiuk, account executive.
Radio Accounts: Healing Waters Inc.; Allied Paint Co.; Doenges Motors; Associated Grocers; Whitaker-Manah; Christinas Inc.; Hall-Smart Inc.; Arthur Murray; General Electric Dist.

THOMAS C. WILSON ADV. AGENCY
33 E. Truckee River Lane, P.O. Box 1011, Reno, Nev.
Tel.: 27011

WINIUS-BRANDON CO.
1706 Olive St., St. Louis 3
Tel.: Chestnut 6380
Radio Dept.: Vernon L. Morelock, vice president and radio director; Rosalie A. Pietuch, assistant radio director.
Radio Accounts: Deep Rock Oil Corp.; American Packing Co.; H. C. Cole Milling Co.; Boatmen's Bank.

WOLFE-JICKLING-CONKEY INC.
327 John R. St., Detroit 26
Tel.: Woodward 1-1865

WOODARD & VOSS INC.
24 James St., Albany 7, N.Y.
Tel.: 3-1248

WORTMAN, BARTON & SPOHN INC.
345 Madison Ave., New York 17
Tel.: Murray Hill 4-5920
Radio Dept.: Elbert B. M. Wortman, account executive; Hortense Essler, timebuyer.
Radio Accounts: Nat'l Paper Products Co.; Allied Group Assoc.

Y

YAMBERT-PROCHNOW INC.
220 N. Canon Dr., Beverly Hills, Calif.
Tel.: Bradshaw 2-5418, Crestview 5-5531
Radio Dept.: Ralph Yambert, president; Ray Prochnow, Vaughn Shedd, vice presidents.

YOUNG & RUBICAM INC.
285 Madison Ave., New York 17
Tel.: Murray Hill 9-5000
Radio Dept.: Everard W. Meade, vice president, director of radio, in charge of production; Joseph A. Moran, vice president, associate radio director; David Levy, vice president in charge of radio talent and new programs; Rodney Erickson, manager of radio operations; John L. Swayze, manager of radio commercial copy; Harry Rauch, manager of radio publicity department; Frank Coulter Jr., manager of radio timebuying.
Chicago 1—33 N. Michigan Ave.; Tel.: Financial 6-0750; Philip Bowman, radio director; Marion Reuter, chief timebuyer; Margaret Alger, Kay B. Presnell, timebuyers.
Detroit 26—645 Griswold St.; Tel.: Woodward 1-0067.
San Francisco 4—235 Montgomery St.; Tel.: Douglas 2-6977; Edward Merrill, vice president, manager; James McManus, timebuyer.
Hollywood 28—6253 Hollywood Blvd.; Tel.: Hollywood 9-2731; Walter Bunker, vice president and manager of radio; Edward Meade, vice president and director of radio; Milton Samuel, manager of radio publicity.
Montreal — University Tower; Tel.: Plateau 4691; Jean-Francois Pelletier, radio.
Toronto 1—Bank of Nova Scotia Bldg.; Tel.: Adelaide 5035; George Lamont, media supervisor; W. D. Byles, radio supervisor.
Mexico, D.F.—Edijo 7-Sexto Piso; Tel.: 10-49-00; Luis Gurza, vice president and radio supervisor.
London—Roxburghe House, 285 Regent St. W1; Tel.: Regent 0211-4; George D. Bryson, managing director.
Radio Accounts: Borden Co. (S); Bristol-Myers Co. (N); General Foods (N-S); Gulf Oil Corp. (N-S); Duffy-Mott Co. (N); Thomas J. Lipton Inc. (N); Metropolitan Life Ins. Co. (N); Purity Bakeries (S); Rath Pkg. Co. (N); Singer Sewing Machine Co. (S), and others.

Z

ZIMMER, KELLER & CALVERT INC.
28 Adams Ave., W., Detroit 21
Tel.: Woodward 1-9151
Radio Dept.: A. H. Ritter, radio director; C. D. Vortman, timebuyer; John McManus, John Buzby, Richard Long.
Radio Accounts: General Mills (Formula Feed Div.); Stroh Brewery Co.; Farmers & Manufacturers Beet Sugar Assn.

XUM

AMERICAN ISRAELI SHIPPING Co., 27 William St., New York, steamship agent. Adv. Exec.: R. Arar. Agency: A. B. Landau Inc., New York.

AMERICAN LIFE & ACCIDENT INSURANCE Co., American Life Bldg., St. Louis, life, health, accident and hospitalization insurance. Agency: Adv.-Radio Service Co., St. Louis.

AMERICAN LIMOGES CHINA Corp., 665 Fifth Ave., New York, dinnerware. Agency: Scheck Adv., Newark, N. J.

AMERICAN LUGGAGE WORKS Inc., 669 Elmwood Ave., Providence, R. I., luggage. Agency: John C. Dowd Inc., Boston. Acct. Exec.: Victor North.

AMERICAN MAIZE-PRODUCTS Co., 100 E. 42d St., New York, Amaizo bulk syrup, sugars, starches oil and chemicals; Amaizo package—instant dessert, corn starch, liquid and dry laundry starch. Agency: Kenyon & Eckhardt Inc., New York.

AMERICAN MOLASSES Co., 120 Wall St., New York, Grandma's Old Fashioned Unsulphured molasses (N) (S). Adv. Exec.: John C. Jones. Agency: Charles W. Hoyt Co., New York. Acct. Exec.: A. W. Fargo Jr.

AMERICAN OIL Co., American Bldg., Baltimore, Amoco petroleum products. Adv. Exec.: E. F. Kalkhof. Agency: The Joseph Katz Co., Baltimore. Acct. Exec.: John T. McHugh.

AMERICAN RICE GROWERS COOPERATIVE Assn., Lake Charles, La., Blue Ribbon and White House rice. Agency: Greer, Hawkins & Allen, Houston, Tex. Acct. Exec.: W. E. Allen.

AMERICAN SAFETY RAZOR Co., 315 Jay St., Brooklyn, N. Y., razor blades, razors, shaving brushes and cigarette lighters. Adv. Exec.: Charles Solomon. Agencies: Federal Adv., New York (Gem razors and blades and Ever-Ready shaving cream). Acct. Exec.: Jules Singer; BBDO, New York (Blue Star blades and razors and Treet blades); McCann-Erickson Inc., New York (Silver Star blades and razors and A.S.R. Ascot lighters); Hoffman Adv., New York (A.S.R. surgeons' blades).

AMERICAN SCHOOL, 58th and Drexel Sts., Chicago, home study courses. Adv. Exec.: C. M. Elliott. Agencies: Equity Adv., New York; Doremus & Co., Chicago. Acct. Exec.: Charles Greene.

AMERICAN SCIENTIFIC LABORATORIES Inc., 4001 Sherman Ave., Madison, Wis., insecticide and rodenticide. Adv. Exec.: Hubert D. White. Agency: Arthur Towell Inc., Madison, Wis.

AMERICAN STEEL WOOL Mfg. Co., 42-24 Orchard St., Long Island City, N. Y., scouring pads, soap filled pads and steel wool in all forms. Agency: Needham & Grohmann, New York. Acct. Exec.: John Handley.

AMERICAN STORES Co., 424 N. 19th St., Philadelphia, grocery stores. Adv. Exec.: Joseph S. Kraemer.

AMERICAN STUDIOS, La Crosse, Wis., mail-order photo finishing and Christmas cards. Agency: Shaffer, Brennan & Margulis Adv., St. Louis. Acct. Exec.: S. I. Rosenfeld.

AMERICAN SUGAR REFINING Co., 120 Wall St., New York, Domino, Franklin and Sunny Cane sugars. Adv. Exec.: Paul Allen. Agency: Ted Bates & Co., New York.

AMERICAN TELEPHONE & TELEGRAPH Co., 195 Broadway, New York, Bell System services. Adv. Exec.: Will Whitmore. Agencies: N. W. Ayer & Son, Philadelphia; Cunningham & Walsh Inc., New York.

AMERICAN TELEVISION Inc., 5050 N. Broadway, Chicago, TV sets. Adv. Exec.: E. Conrad.

THE AMERICAN TOBACCO Co., 111 Fifth Ave., New York, Lucky Strike and Herbert Tareyton cigarettes; Roi-Tan cigars. Adv. Exec.: Albert R. Stevens. Agencies: BBDO, New York (Lucky Strike). Acct. Exec.: Thayer Cumings; The M. H. Hackett Co., New York (Herbert Tareyton); Lawrence C. Gumbinner Adv., New York (Roi-Tan cigars).

AMERICAN TRAILER Co., 4030 Wisconsin Ave., Washington, D. C., house trailers, laboratory and display trailers, parts and accessories. Adv. Exec.: Edward F. Gillian. Agency: James S. Beattie Adv., Washington.

AMERICAN TRUCKING Assn., 1426 16th St., N. W., Washington, D. C. Adv. Exec.: Walter W. Belson. Agency: J. Walter Thompson Co., New York.

AMERICAN TRUST Co., 464 California St., San Francisco, general banking services. Adv. Exec.: Lester B. Johnson. Agency: McCann-Erickson Inc., San Francisco.

AMUROL PRODUCTS Co., 116 S. Michigan Ave., Chicago, toothpaste, toothpowder and sugarless ammoniated chewing gum. Adv. Exec.: B. S. Petrulis. Agency: Jones Frankel Co., Chicago.

ANAHIST Co., 21 Gray Oaks Ave., Yonkers, N. Y., tablets and syrup for colds and hay fever. Agencies: BBDO, New York (Anahist tablets and atomizer); Ted Bates & Co., New York (new products development and Histo-Plus). Acct. Exec.: C. N. MacNelly; McKim Adv., Montreal (Canadian).

ANDY ANDERSON SPORTING GOODS Co., 120-124 W. Grand Ave., Oklahoma City, general sporting goods. Adv. Exec.: S. E. White. Agency: Galloway-Wallace Adv., Oklahoma City.

BEN H. ANDERSON Mfg. Co., Wisconsin Dells, Wis., milking machines, water heaters, milk coolers, grain, corn, baled hay elevators, hay crushers, crop pulverizers, cleaning solutions, wash tanks and tables. Agency: Ralph Timmons Inc., Madison, Wis.

THE ANDERSON Co., 1075 Grant St., Gary, Ind., Anco windshield wiper equipment. Adv. Exec.: P. W. Kurtz. Agency: Reincke, Meyer & Finn Inc., Chicago.

ANDREA RADIO Corp., 27-01 Bridge Plaza N., Long Island City, N. Y., radio and TV equipment. Agency: Royal & de Guzman, New York.

CYNTHIA ANDREWS Inc., 745 Fifth Ave., New York, Sing shampoo. Adv. Exec.: Marion Norris. Agency: Fred Gardner Co., New York. Acct. Exec.: Fred Gardner.

THE ANGLO CALIFORNIA NATIONAL BANK OF SAN FRANCISCO, 1 Sansome St., San Francisco, automobile financing service (R). Adv. Exec.: Monroe A. Bloom. Agencies: Gordon & Engelman, San Francisco. Acct. Exec.: Yvonne Engelman; Foote, Cone & Belding, San Francisco (general banking service). Acct. Exec.: Innis Bromfield.

ANIMAL FOUNDATION Inc., Sherburne, N. Y., Hunt Club dog food. Adv. Exec.: Kenneth L. Duffes. Agency: Moser & Cotins Inc., Utica, N. Y.

ANNIS FURS, 1274 Library St., Detroit, furs. Agency: W. B. Doner & Co., Detroit. Acct. Exec.: Felix Hower.

CHARLES ANTELL Inc., 913 Cathedral St., Baltimore. Formula No. 9 hair and scalp treatment. Adv. Exec.: Michhael Davidson. Agency: Television Adv. Assoc., Baltimore.

ANTHRACITE INSTITUTE, 101 Park Ave., New York, Pennsylvania anthracite coal. Agency: J. Walter Thompson Co., New York.

THE AP PARTS Corp., 1801 Spielbusch Ave., Toledo, mufflers, tail pipes and exhaust pipes. Adv. Exec.: Albert Joseph. Agency: Clark & Rickerd Inc., Detroit. Acct. Exec.: Gus Bobertz.

APEX ELECTRICAL Mfg. Co., 1070 E. 152d St., Cleveland, cleaners, washers and ironers. Adv. Exec.: Harry G. McDavitt. Agency: Meldrum & Fewsmith Inc., Cleveland. Acct. Exec.: H. W. Cooper.

APEX NEWS & HAIR Co., Indiana & Arctic Ave., Atlantic City, N. J., cosmetics and pharmaceuticals. Adv. Exec.: A. J. Morgan.

AQUATOGS Inc., 250 W. 39th St., New York, All Weather apparel. Agency: Everett-Bennett Adv., New York. Acct. Exec.: Everett Goldstein.

ARCADY FARMS MILLING Co., 223 W. Jackson St., Chicago, feeds. Adv. Exec.: Jay Dusek. Agency: Biddle Co., Bloomington, Ill. Acct. Exec.: Bruce Green.

ARCHER-DANIELS-MIDLAND Co., 600 Roanoke Bldg., Minneapolis, linseed and soybean oils and meals; mixed feeds, flour, special oils, fish oils, chemicals, fatty acids, core oils and binders and dehydrated alfalfa meal. Adv. Exec.: Gene Fowler. Agencies: Alfred Colle Co., Minneapolis; Martin Williams Inc., Minneapolis (Commander Larabee Div.); Bayless-Kerr Co., Cleveland (Chemical and Foundry Products Div.); Valentine-Radford, Kansas City (W. G. Small Div.).

V. ARENA & SONS Inc., 910 E. Main St., Norristown, Pa., macaroni, spaghetti and noodles. Agency: St. George & Keyes, Baltimore. Acct. Exec.: Peter Torrieri.

AR-EX COSMETICS Inc., 1036 W. Van Buren St., Chicago, cosmetics. Agency: Industrial Adv. Assoc., Chicago. Acct. Exec.: Milton Peterson.

ARIZONA BREWING Co., P. O. Box 1672, Phoenix, Ariz., A-1 Pilsner beer. Adv. Exec.: J. F. Lanser. Agency: Adv. Counselors of Arizona, Phoenix. Acct. Exec.: Ivan Shun.

ARKANSAS FUEL OIL Co., Slattery Bldg., Shreveport, La., gas, motor oil, tires and accessories. Adv. Exec.: Lester Moore. Agency: Ellington & Co., New York.

ARKAY JUNIOR FROCKS Inc., 498 7th Ave., New York, dresses. Agency: Douglas D. Somon Adv., New York.

ARKWRIGHT Inc., 128 W. 31st St., New York, general department store merchandise. Agency: Ralph Schockey, Larchmont, N. Y.

ARMAND Co., 120 Des Moines St., Des Moines, cosmetics, beauty preparations and toiletries for men. Agency: Ivan Hill Inc., Chicago. Acct. Exec.: Ivan Hill.

ARMCO DRAINAGE & METAL PRODUCTS Co., 701 Curtis St., Middletown, Ohio, fabricated construction and drainage products. Adv. Exec.: H. V. Mercer. Agency: N. W. Ayer & Son, Philadelphia.

ARMOUR & Co., Union Stock Yards, Chicago 9, meats, eggs, poultry, cheese, margarin, dog food. Adv. Exec.: George Hamm, Radio-TV Adv. Exec.: H. H. Leland. Agencies: Foote, Cone & Belding, Chicago; John W. Shaw Adv., Chicago; Smith Taylor & Jenkins, Pittsburgh; Merrill Kramer Inc., Memphis; Olmsted and Foley, Minneapolis.

ARMOUR & Co. (Soap Division) 1355 West 31st St., Chicago 9, Illionis, Dial Soap, Dial Shampoo, Chiffon Soap Flakes, Perk Soap, Armour Suds. Adv. Exec.: K. L. Skillin. Radio and TV Exec.: W. J. Stenson. Agencies: Foote, Cone & Belding, Chicago; John W. Shaw Adv., Chicago.

ARMSTRONG CORK Co., Liberty St., Lancaster, Pa., Armstrong flooring materials (N). Adv. Exec.: Max Banzhaf. Agency: BBDO, New York. Acct. Exec.: Paul Markman.

ARMSTRONG PACKING Co., P. O. Box 549 Ft. Worth, Tex., Bird-Brand shortening and salad oil. Agency: Couchman Adv., Dallas. Acct. Exec.: Albert Couchman.

ARMSTRONG RUBBER Co., 475 Elm St., West Haven, Conn., tires, tubes and batteries. Adv. Exec.: Leo Sklarz. Agency: Maxon Inc., New York.

ARNOLD & ABORN Inc., 243 Pearl St., New York, Aborn's and Putnam coffee. Agency: Samuel C. Croot Co., New York.

ARNOLD BAKERS Inc., 10 Traverse Ave., Port Chester, N. Y., bread, rolls and cookies. Adv. Exec.: J. Dudley Calhoun. Agency: Benton & Bowles, New York. Acct. Exec.: Lester S. Rounds.

ARROW MILLS Inc., Becker Ave., Houston, Tex., American Maid flour; Arrow and Elco feeds. Agency: Aylin Adv., Houston. Acct. Exec.: Robert Aylin.

ARROW PETROLEUM Co., 7419 Franklin St., Forest Park, Ill., fuel oil and service. Agency: Dancer-Fitzgerald-Sample Inc., Chicago.

ART INSTRUCTION Inc., 500 S. 4th St., Minneapolis, home study art courses. Adv. Exec.: J. C. Buckbee. Agencies: Knox-Reeves Adv.; Olmsted & Foley Adv.; Melamed-Hobbs Inc.; Foulke Agency Inc.; all Minneapolis.

ARTRA COSMETICS Inc., 9 Park St., Montclair, N. J., Imra odorless hair remover cream and Sutra suntan lotion. Agencies: Abbott Kimball Co., New York (Imra). Acct. Exec.: Harry Muller; Kelly, Nason Inc., New York (Sutra). Acct. Exec.: Jordon Hargrove.

ARTVOGUE OF CALIF. Corp., 1663 Mission St., San Francisco, men's sportshirts and jackets. Adv. Exec.: P. B. Hillman. Agency: Bernard B. Schnitzer, San Francisco. Acct. Exec.: Bernard Schnitzer.

ASHLAND OIL & REFINING Co., 1409 Winchester Ave., Ashland, Ky., gas, motor oil, greases, napthas, kerosene, fuel oils, asphalts and specialties. Adv. Exec.: F. W. Munro. Agency: Byer & Bowman Adv., Columbus, Ohio.

ASKEF Co., Stamford, Conn., proprietary medicines. Adv. Exec.: Irvin Fitterman. Agency: Roberts & Reimers Inc., New York. Acct. Exec.: J. K. Lucken.

ASSOCIATED BULB GROWERS OF HOLLAND, 29 Broadway, New York, Dutch tulip and other bulbs. Adv. Exec.: Walter Roozen. Agency: Flagler Adv., Buffalo.

ASSOCIATED SERUM PRODUCERS, 830 Liberty Bldg., Des Moines. Agency: Fairall Co., 830 Liberty Bldg., Des Moines.

ASSOCIATION OF AMERICAN RAILROADS, Transportation Bldg., Washington, D. C. Adv. Exec.: H. F. McLaury. Agency: Benton & Bowles, New York.

THE ASTRUP Co., 2937 W. 25th St., Cleveland, industrial and cotton fabrics; awning and special hardware; rope, webbing and awnings. Adv. Exec.: F. A. Sinkler. Agency: Hubbell Adv., Cleveland. Acct. Exec.: Frank Hubbell.

ATKINS & DURBROW Inc., 165 John St., New York, Pioneer and Concentrated peet moss and OK litter; Driconure organic fertilizer. Agency: Lindsay Adv., New York. Acct. Exec.: Merrill K. Lindsay.

ATLANTA BAKING Co., 165 Bailey St. S.W., Atlanta, Betsy Ross and Holsum bread. Agency: W. E. Long Co., Chicago.

ATLANTIC BREWING Co., 1549 W. Fullerton St., Chicago, Tavern Pale beer. Adv. Exec.: Leo M. Lederer. Agency: W. B. Doner & Co., Chicago.

ATLANTIC COAL Co. of Massachusetts, 80 Federal St., Boston, coal. Agency: John C. Dowd Inc., Boston.

ATLANTIC PLASTICS Co., 1582 E. 105th St., Cleveland, toys.

THE ATLANTIC REFINING Co., 260 S. Broad St., Philadelphia, petroleum products (S). Adv. Exec.: Richard Borden. Agency: N. W. Ayer & Son Inc., Philadelphia. Acct. Exec.: Norton Cotterill.

ATLANTIC SYRUP REFINING Corp., Richmond & Schiller St., Philadelphia, Quaker Maid syrup. Agency: Lavenson Bureau of Adv., Philadelphia.

ATLANTIS SALES Corp., 50 Mustard St., Rochester, N. Y., Coleman's and

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French's mustard; Instant potato; Good Luck pie crust mix and pie filling; French's birdseed and pet food; Silvo silver polish. Adv. Exec.: O. L. Westgate. Agency: Richard A. Foley Adv., Philadelphia.

ATLAS CHICK Co., 2651 Chouteau St., St. Louis, baby chicks and feed. Adv. Exec.: Miss Miller. Agency: Christy Humburg Adv., St. Louis. Acct. Exec.: C. C. Humburg.

ATWOOD COFFEE Co., 1129 Currie Ave., Minneapolis, coffee. Agency: Campbell-Mithun, Minneapolis.

AUDICOM Inc., Great Barrington, Mass., high-fidelity magazine.

AUSTENAL LABORATORIES Inc., 224 E. 39th St., New York, microcast process for casting intricate shapes of metal parts. Adv. Exec.: John B. Mannion. Agency: Frank C. Nahser Inc., Chicago.

JAMES AUSTIN Co., Mars, Pa., Shur Glo wax carpet cleaner and A-1 bleach. Adv. Exec.: H. G. Austin Jr. Agency: W. Craig Chambers Inc., Pittsburgh, Pa. Acct. Exec.: Craig Chambers.

AUSTIN-GREENE Inc., 11 W. 25th St., New York, Remayne lipstick. Adv. Exec.: Ben Greene.

AUTO-OWNERS INSURANCE Co., 303 W. Kalamazoo St., Lansing, Mich., automobile, casualty, compensation, fire insurance and security bonds. Adv. Exec.: Dwight O. Thomas. Agency: Lamas Agency, Lansing.

AUTOMATIC BURNER Corp., 1823 Carroll Ave., Chicago, oil burners. Agency: Paul Grant Adv., Chicago. Acct. Exec.: Paul Grant.

AUTOMATIC WASHER Co., Newton, Iowa, Laundry Queen electric washers. Adv. Exec.: J. Wesley George. Agency: W. W. Garrison Co., Chicago. Acct. Exec.: Earl Lines.

AVCO Mfg. Corp., 420 Lexington Ave., New York, refrigerators, TV receivers, radios, freezers, kitchen cabinet and sinks, ranges, water heaters, military and commercial aircraft engines, farm implements, automatic door operators, busses, trolleys and naval and commercial vessels. Agency: Benton & Bowles, New York.

AVOSET Co., 661 Geary St., San Francisco, sterilized and pressurized dairy cream. Agency: Harrington-Richards Div., San Francisco. Acct. Exec.: A. Smith.

HARRIET HUBBARD AYER Inc., 390 Park Ave., New York, cosmetics and toilet preparations. Adv. Exec.: Robert P. Breckenridge. Agency: Ellington & Co., New York.

L. S. AYERS & Co., 1 W. Washington St., Indianapolis, women's, children's, men's and home furnishings.

B

B. C. REMEDY Co., 423 Morris St., Durham, N. C., B. C. for headaches and neuralgia. Agency: Harvey-Massengale Co., Durham. Acct. Exec.: C. Knox Massey.

BMC MFG. CORP., 5-9 Griswold St., Binghamton, N. Y., juvenile wheel goods, children's tractors, auto wagons and wrenches. Adv. Exec.: Otto W. Scheiterle. Agency: Riger & Sheehy, Binghamton. Acct. Exec.: Fred Riger.

B-1 BEVERAGE Co., 2301 Hampton Ave., St. Louis, lemon lime soda and sparkling water. Adv. Exec.: Oliver C. Thener. Agency: William Zalken & Assoc., St. Louis.

B.W.B. FOODS, Mexico, N. Y., beans. Agency: Fellows Adv., Syracuse.

B. T. BABBITT Inc., 386 4th Ave., New York, cleanser. Adv. Exec.: John L. Gardner. Agencies: Dancer-Fitzgerald-Sample, New York (Bab-O). Acct. Exec.: Charles C. Fitzmorris; Harry B. Cohen Adv., New York (Glim). Acct. Exec.: Edward Aleshire.

BABIJUICE Corp., 13 N. Market St., Boston, oranges. Agency: John C. Dowd Inc., Boston.

BABSON BROS. Co., 2815-2851 W. 19th St., Chicago, Surge milkers, Dairy Maid water heaters, electric fences and milker stalls. Agency: Ross Roy Inc., Chicago, Acct. Exec.: John G. Fogarty.

BACHE & Co., 36 Wall St., New York, investment brokers. Adv. Exec.: Henry Gellermann. Agency: Albert Frank-Guenther Law Inc., New York.

BACHMAN BAKERIES Inc., 2501 Kutztown Rd., Reading, Pa., pretzels. Adv. Exec.: W. Raymond McGonigle. Agency: Aitkin-Kynett Co., Philadelphia.

BACHRACH STUDIOS, 44 Hunt St., Newton, Mass., portrait photographs. Adv. Exec.: Priscilla Gough. Agency: Carl Reimers Co., New York.

BACONETTE PRODUCTS Co., 1927 Glendale Blvd., Los Angeles, bacon snacks. Adv. Exec., H. Lund. Agency: The Jordon Co., Los Angeles.

BAENSCH FOOD PRODUCTS Co., 1025 E. Locust St., Milwaukee, Ma Baensch's MB Brand herring.

WALTER BAINUM Inc., 1029 Delta Ave., Cincinnati, Mary Lowell creams, lotions and deodorants. Agency: Robert Acomb Inc., Cincinnati.

MRS. BAIRD'S BAKERIES Inc., 1401 N. Carroll St., Dallas Tex., bread (S). Adv. Exec.: Eddie J. Baird. Agency: Tracy-Locke Co., Dallas Acct. Exec.: William J. James.

BAKER BOY BAKERIES Inc., 1234 S. Lorena St., Los Angeles, confection roll. Agency: The Mayers Co., Los Angeles. Acct. Exec.: Mike Gold.

BALL BROTHERS Co., Muncie, Ind., fruit jars, caps, jelly glasses and jar rubbers. Agency: Applegate Adv., Muncie.

BALL HEALTH SCHOOL, 120 Bluff St., Excelsior Springs, Mo., institutional treatments for chronic conditions. Adv. Exec.: V. M. Hodgins. Agency: Phillips-Reick-Fardon Adv., Kansas City. Acct. Exec.: Ralph Page.

P. BALLANTINE & SONS, 57 Freeman St., Newark, N. J., ale, beer, porter and stout. Adv. Exec.: Henry Gorski. Agency: J. Walter Thompson Co., New York. Acct. Execs.: Walter R. Hine and Kelsey Denton.

L. BAMBERGER & Co., 131 Market St., Newark, N. J., department store. Agency: United Adv., Newark.

BANGOR & AROOSTOCK RAILROAD Co., Bangor, Me., railroad service.

BANK OF AMERICA, National Trust & Savings Assn., 300 Montgomery St., San Francisco, banking in principal California communities. Adv. Exec.: L. E. Townsend. Agency: Charles R. Stuart Adv., San Francisco. Acct. Exec.: Charles P. Johnson.

BANKERS LIFE & CASUALTY Co., 4434 W. Lawrence St., Chicago. White Cross insurance plan. Adv. Exec.: M. Polakow. Agency: Marfree Adv., Chicago.

BAR 20 ASSOCIATES, 17 N. Desplaines St., Chicago, children's savings club. Adv. Exec.: J. Bernard Strauss. Agency: Bozell & Jacobs Inc., Chicago. Acct. Exec.: Philip Rouda.

THE BARBASOL Co., 846 N. Senate Ave., Indianapolis, shaving cream, lotion deodorant and Fore'n Aft shaving lotion. Agency: Erwin, Wasey & Co., New York. Acct. Exec.: G. E. Wasey.

BARCELO, MARQUES & Co., Avenida de Hostos 114, Arecibo, P. R., rum. Agency: L. H. Hartman Co., New York. Acct. Exec.: Louis H. Hartman.

BARCOLENE Co., 200 Camden St., Boston, all purpose cleaner. Agency: Ingalls-Minter Co., Boston. Acct. Exec.: Robert O'Brien.

BARDAHL LUBRICANTS Ltd., Mountain St., Montreal, lubricants. Adv. Exec.: Alex Henderson. Agency: Walsh Adv., Montreal. Acct. Exec.: George Temple.

BARDAHL OIL Co., 5635 Natural Bridge, St. Louis, lubricating oil. Agency: The Harold Kirsch Co., St. Louis. Acct. Exec.: Harold Kirsch.

BARECO OIL Co., 424 S. Cheyenne St., Tulsa, Okla., petroleum products.

BARKIN, LEVIN & Co., 512 7th Ave., New York, Lassie Jr. and Lassie Maid coats. Adv. Exec.: Morton S. Levin. Agency: Sterling Adv., New York. Acct. Exec.: Joel Kaplan.

THE BARNES IMPORTERS, E. Aurora, N. Y., flower bulbs. Agency: Arcadian Adv., New York.

BARNES-ZIMMERMAN Inc., 4558 Lyndale St., Minneapolis, preserves. Agency: Ray C. Jenkins Adv., Minneapolis.

BARNEY'S CLOTHES Inc., 106 7th Ave., New York, men's and boy's clothing. Adv. Exec.: Fred Pressman. Agency: Emil Mogul Co., New York. Acct. Exec.: Milton Guttenplan.

BARRICINI CANDY SHOPS, 202 W. 34th St., New York, candy. Adv. Exec.: Wallace Cane. Agency: Goold & Tierney Inc., New York.

THE BARRINGER HOTELS, Columbia, S. C., hotel chain. Adv. Exec.: R. W. Woodham.

BARTON Mfg. Co., 4157 Kingshighway, St. Louis, Dynashine shoe polish. Adv. Exec.: W. H. Clark. Agency: Gardner Adv., St. Louis. Acct. Exec.: Paul Lehner.

LUDWIG BAUMANN, 35th St. & 8th Ave., New York, furniture, and clothing. Adv. Exec.: H. Presser.

BAUMER FOODS, 4301 Tulane Ave., New Orleans, preserves and pepper sauce. Adv. Exec.: Alvin A. Baumer. Agency: Stone-Stevens, New Orleans. Acct. Exec.: Helion Dickson.

BAVARIAN BREWING Co., 528 W. 12th St., Covington, Ky., beer (N) (S). Adv. Exec.: William R. Schott. Agency: Ralph H. Jones Co., Cincinnati. Acct. Exec.: Dick Jones.

H. C. BAXTER & BRO., P. O. Box 319, Brunswick, Me., canned, frozen and dehydrated foods. Adv. Exec.: F. Webster Brown. Agency: James Thomas Chirurg Co., Boston. Acct. Exec.: Edmund Shea.

THE BAYER Co., Div. of Sterling Drug Inc., 1450 Broadway, New York, Bayer aspirin. Agency: Dancer-Fitzgerald-Sample Inc., New York.

BEAM PRODUCTS Co., 25-17 41st Ave., Long Island City, New York, Silver Polish 'n Plate and Beam Crystals. Adv. Exec.: Anthony Moncayo. Agency: Ritter, Sanford & Price Inc., New York. Acct. Exec.: Howard Sanford.

J. W. BEARDSLEY's SONS, 698 Frelinghuysen Ave., Newark, N. J., shredded codfish, mustard and peanut butter. Adv. Exec.: Leonard de S. Beardsley. Agency: Tracy-Kent & Co., New York.

BEAU BRUMMEL TIES Inc., 440 E. McMillan St., Cincinnati, ties. Adv. Exec.: Harry J. Weisbaum. Agency: Sheridan Adv., Cincinnati.

L. E. BEAUDIN SHOE Co., Factory St., Hanover, Pa., shoes. Adv. Exec.: George V. Foye. Agency: Fradkin Adv., New York. Acct. Exec.: Russell Fradkin.

THE BEAUMONT Co., 2630-52 Pine St., St. Louis, 4-Way cold tablets. Agency: Harry B. Cohen Adv., New York.

BEAUTALURE LAB. Inc., P. O. Box 1609, Wilmington, Del., lotion. Adv. Exec.: W. G. Crichton. Agency: John Gilbert Craig Adv., Wilmington. Acct. Exec.: K. A. Walsh.

BEAUTE VUES Corp., Box 869, Hollywood, Calif., Nutri-Tonic permanent wave, Hair Luxury and cream shampoo. Adv. Exec.: M. G. Ronk. Agency: Hixson & Jorgensen, Los Angeles. Acct. Exec.: William H. Betts.

BEAUTY SALES, 9174 Sunset Blvd., Hollywood, Shampoo-Curl, Champoo, Color Curl, Color-Out, Twenty-Twenty, Fur-Keeps and Dr. Bonnevilles pet shampoo. Agency: Barton A. Stebbins Agency, Los Angeles. Acct. Exec.: A. W. Gudelman.

ARTHUR BECK Co., 1801 S. Jefferson St., Chicago, Art-Beck Baster. Agency: Cummings, Brand & McPherson Adv., Chicago.

BEECH-NUT PACKING Co., Canajoharie, N. Y., coffee, strained foods, junior foods, peanut butter and gums. Adv. Exec.: Ralph Foote. Agency: Kenyon & Eckhardt, New York. Acct. Exec.: George MacGregor.

BEEMAN'S LAB. Inc., 758 Ponce de Leon Pl., N.E., Atlanta, Beeman's B-Q-R and B-G-O. Agency: Harvey-Massengale Co., Atlanta.

BEHLEN Mfg. Co., Columbus, Neb., Behlen Hi-Speed tractor gear box and egg case clamps, corn cribs, crop driers and metal frameless buildings. Adv. Exec.: C. V. Jones. Agency: Allen & Reynolds, Omaha.

PAUL F. BEICH Co., Bloomington, Ind., Whiz Mint, Chewy Nougat, Cream Peanut Cluster and Pecan Pete candy. Adv. Exec.: Paul M. Beich. Agency: Biddle Co., Bloomington.

BELDING CORTICELLI, 119 W. 40th St., New York, fabrics, lingerie, threads and sewing kits. Adv. Exec.: A. Gross Jr. Agency: Sterling Adv., New York.

BELL BAKERIES, 425 4th Ave., New York, bread and cake. Adv. Exec.: Miss F. V. Peterson.

BELL BRANDS FOODS, 2555 Chambers St., Los Angeles, potato chips, peanut butter and shoe string potatoes. Adv. Exec.: C. F. Fuller. Agency: McCann-Erickson, Los Angeles. Acct. Exec.: William Lee.

BELL & Co., Bellans Park, Orangeburg, N. Y., Bell-ans. Adv. Exec.: J. G. Dodge. Agency: Dowd, Redfield & Johnstone Inc., N. Y.

BELL TELEPHONE Co. of Pennsylvania, 1835 Arch St., Philadelphia, utility. Agency: Gray & Rogers, Philadelphia. Acct. Execs.: J. B. Gray and E. H. Rogers.

THE WILLIAM G. BELL Co., 189 State St., Boston, seasoning and prepared stuffing. Adv. Exec.: Norman S. Dillingham. Agency: H. B. LaQuatte Inc., New York. Acct. Exec.: H. B. LaQuatte.

BELLIN-WONDERSTOEN Corp., 211 W. 61st St., New York, hair eraser. Agency: Emerson-Rogers Inc., New York.

BELMONT RADIO CORP., 5921 W. Dickens Ave., Chicago, radio. Adv. Exec.: Allen Henry. Agency: Henri Hurst & McDonald, Inc., Chicago, Ill. Acct. Exec.: K. W. Sickinger.

BELT Corp., Orient, Ohio, Harvest-Handler elevators and industrial conveyors. Adv. Exec.: W. W. Wallace. Agency: Byer & Bowman Adv., Acct. Exec.: Richard L. Kennard.

BELTONE HEARING AID Co., 1450 W. 19th St., Chicago, Beltone Mono-Pac hearing aids. Adv. Exec.: David H. Barnow. Agencies: Ruthrauff & Ryan, Chicago. Acct. Exec.: Henry Flarsheim; Olian Adv., Chicago. Acct. Exec.: M. H. Bronner.

BENDIX AVIATION Corp., Fisher Bldg., Detroit, aviation, automobile, marine and industrial products; radios, radar and TV. Adv. Exec.: W. A. Mara. Agency: MacManus, John & Adams Inc., Detroit. Acct. Exec.: Hovey Hagerman.

BENDIX HOME APPLIANCES, Div. Avco Mfg. Corp., 3300 W. Sample St., South Bend 6, Ind. Bendix Home Laundry. Adv. Exec.: Frank S. Ryan. Agency: Tatham-Laird Inc., Chicago.

BENEFICIAL MANAGEMENT Corp. (Personal Finance Co.), 15 Washington St., Newark, N. J., loans and financing. Adv. Exec.: Charles M. Cawley. Agency: Charles Dallas Reach Co., Newark.

BEN-GEE PRODUCTS Co., Oak Lawn, Ill., Ben-Gee vegetable dinner. Agency: Schoenfeld, Huber & Green, Chicago. Acct. Exec.: Merritt R. Schoenfeld.

BEN-HUR Mfg. Co., 634 E. Keefe Ave., Milwaukee, farm and home freezers. Agency: Morrison Adv., Milwaukee.

RICHARD BENNETT Assoc., 51 Madison Ave., New York, men's clothier. Adv. Exec.: Jesse L. Ballew. Agency: Carl Reimers Co., New York. Acct. Exec.: Arthur Forester.

BEN-HUR PRODUCTS, 800 Traction Ave., Los Angeles 13, Cal., Ben-Hur coffee, tea, spices, extracts and Jell-a Teen desserts, Golden West coffee, All Breeds dog food. Adv. Exec.: R. R. Chaney. Agency: Mogge-Privett Inc., Los Angeles. Acct. Exec. A. R. Mogge.

BENJAMIN FRANKLIN HOTEL, Chestnut & Ninth Sts., Philadelphia. Adv. Exec.: Ralph W. Temple. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: James C. Gibson.

BENRUS WATCH Co., 200 Hudson St., New York, Benrus Watches. Adv. Exec.: Harvey M. Bond. Agency: J. D. Tarcher & Co., N. Y. Acct. Exec.: Leonard Tarcher.

W. L. M. BENSDROP Co., 89 Broad St., Boston, Royal Dutch candy and cocoa. Agency: James Thomas Chirurg Co., Boston. Acct. Exec.: Ben Shattuck.

BENSON & HEDGES, 600 Fifth Ave., New York, cigarettes, cigars, and tobaccos. Adv. Exec.: Carl V. Schuchard. Agencies: Benton & Bowles, New York (Parliament and Virginia Rounds); Al Paul Lefton Co., New York (Benson & Hedges private blend cigarettes).

BERGHOFF BREWING Corp., 1025 Grant Ave., Ft. Wayne, Ind., Berghoff-1887 beer and Hof-Brau beer and ale. Adv. Exec.: F. B. Evans Jr. Agency: Geo. H. Hartman Co., Chicago. Acct. Exec.: G. H. Hartman

BERKE BROS. DISTILLERIES Inc., 1010 Massachusetts Ave., Boston, cordials and brandies. Adv. Exec.: E. S. Berkowitz. Agency: The Reingold Co., Boston. Acct. Exec.: Harold Reingold.

BERLEW Mfg. Co., 299 Rutland Rd., Freeport, N. Y., leather jackets. Agency: Chelsea Adv., New York, Acct. Exec.: Max Sinowitz.

XUM

BERLOU MFG. Co., 600 Monroe St., Marion, Ohio, Mothproof. Adv. Exec.: J. D. House Jr. Agency: Jay H. Maish Co., Marion, Ohio. Acct. Exec.: Bob Byrd.

BEROLIO IMPORT Co., 99 Hudson St., New York, imported olive oil. Agency: Emil Mogul Co., New York.

BERRY SEED Co., Clarinda, Iowa, seeds. Adv. Exec.: Charles E. Sinn. Agency: Lessing Adv. Inc., Des Moines. Acct. Exec.: R. J. Flynn.

BERTOLLI TRADING Corp., 100 Hudson St., New York, olive oil. Adv. Exec.: Henry Scaramelli.

BETTAR ICE CREAM Co., 45 S. Catherine St., Baltimore, ice cream, chocolate syrup and powder. Adv. Exec.: Elsie B. Carliner. Agency: Frank L. Blumberg Adv., Baltimore.

BETTER VISION INSTITUTE Inc., 630 Fifth Ave., New York, optical industry assn. Adv. Exec.: M. J. Julian. Agency: Roberts & Reimers, New York.

BETTY ZANE CORN PRODUCTS Inc., 640 Bellfontaine Ave., Marion, Ohio, package and bulk popcorn and popcorn oil. Adv. Exec.: M. J. Newton. Agency: Kane Adv., Bloomington, Ill. Acct. Exec.: Arthur P. Kane.

BEWLEY MILLS, 1101 E. 9th St., Ft. Worth, Tex., flour, corn meal and feeds for poultry and livestock. Agency: Glenn Adv., Ft. Worth. Acct. Exec.: Ray K. Glenn.

BIB Corp., Bartow Rd., Lakeland, Fla., orange juice. Adv. Exec.: W. Paul Lee. Agency: Blaine-Thompson Co., New York. Acct. Exec.: Albert Lesser.

BIO-RESEARCH Inc., 400 Madison Ave., New York, Coromist for colds. Agency: J. Walter Thompson Co., New York.

BIRGE CO., 390 Niagara St., Buffalo, Birge Wallpaper-Home. Adv. Exec.: W. E Piaget. Agency: Lloyd Mansfield Co., Buffalo.

BIRMINGHAM SLAG Co., 2019 Sixth Ave. N., Birmingham, Ala., slag, asphalt and concrete. Adv. Exec.: Glenn Ireland II. Agency: Parker, Luckie & Assoc., Birmingham.

BISCEGLIA BROS. WINE Corp., 47-46 30th St., Long Island City, N. Y., wines. Adv. Exec.: Bruno Bisceglia. Agency: St. George & Keyes Inc., New York. Acct. Exec.: Stanley J. Keyes.

HAZEL BISHOP Inc., 745 Fifth Ave., New York, Complexion Glow lipstick. Adv. Exec.: Norman Jay. Agency: Raymond Spector Co., New York.

BISMARCK HOTEL, 171 W. Randolph St., Chicago, rooms and restaurants. Adv. Exec.: Olof Gates. Agency: Reincke, Meyer & Finn Inc., Chicago.

BITUMINOUS COAL INSTITUTE, 815 Southern Bldg., Washington, D. C., Bituminous coal. Adv. Exec.: Ralph C. Mulligan. Agency: Benton & Bowles, New York. Acct. Exec.: Frank Whalen.

BLACKHAWK BREWING Co., 1801 W. 3d St., Davenport, Iowa, Premium Pilsener, Blackhawk Pilsener and Blackhawk Old Lager beer. Adv. Exec.: A. F. Neff. Agency: H. M. Stahl Adv., Rock Island, Ill.

BLAIR OF VIRGINIA, Div. of Morton Mfg. Corp., 2101 Hudson St., Lynchburg, Va., foods, drugs and cosmetics. Adv. Execs.: Jack Knight and G. E. Bond. Agencies: Shaffer-Brennan-Margulis Adv., St. Louis (Blair div.); Lawrence C. Gumbinner Adv., New York Chap Stick div.); Harvey-Massengale Co., Atlanta (Snow White div.).

BLANTON Co., 3400 N. Wharf St., St. Louis, Creamo margarine salad dressing, mayonnaise, salad and cooking oils. Adv. Exec.: H. E. Threlkeld. Agency: Wesley K. Nash Co., St. Louis.

BLATCHFORD CALF MEAL Co., 2-26 E. Madison St., Waukegan, Ill., calf meal, pellets and vitadine.

THE BLIS-TO-SOL Co., Macon Ga., Blis-To-Sol.

BLOCK DRUG Co., 257 Cornelison Ave., Jersey City, N. J., drug products. Adv. Exec.: George G. Abrams. Agencies: Cecil & Presbrey, New York (Amm-i-dent, Polident, Py Co Pay and Green Mint [S]). Acct. Exec.: A. Foster; Joseph Katz Co., Baltimore (Minipoo shampoo and Alkaids [S]). Acct. Exec.: N. Wildman; Dowd, Redfield & Johnstone, New York (Poslam, Omega oil and Stera Kleen [S]). Acct. Exec.: E. Johnstone.

THE WILLIAM H. BLOCK Co., 50 N. Illinois St., Indianapolis, women specialties. Agency: The Albert Woodley Co., New York.

BLUE BOY ICE CREAM Co., Hudson, Rochester, N. Y., ice cream and sherberts. Agency: Hart-Conway Co., Rochester. Acct. Exec.: John M. Nixon.

BLUE DEW Corp., 1392 Niagara St., Buffalo, Blue Dew (N) (S). Adv. Exec.: Frank C. Genco. Agency: Bowman & Block Inc., Buffalo.

BLUE MAGIC, 815 Biddle St., Ardmore, Pa., starch.

BLUE MOON FOODS Inc., Thorp, Wis., Blue Moon cheese spreads loaf and bulk cheese; Goln N'Rich cheese; dry milk solids, and butter. Adv. Exec.: Harold Oldroyd. Agency: Friend-Krieger Adv., New York.

BLUE RIBBON BAKEWARE & ENTERPRISES Corp., 4956 Forrest Ave., Downers Grove, Ill., cake pans, cooking utensils. Adv. Exec.: Kenneth W. Walker. Agency: Kane Adv., Bloomington, Ill. Acct. Exec.: Edmund R. Kane.

BLUE STAR FOODS, 626 6th St., Rockford, Ill., food specialties. Adv. Exec.: Richard Long. Agency: Baker, Johnson & Dickinson, Milwaukee.

BLUEBIRD DIAMOND SYNDICATE, 55 E. Washington St., Chicago, diamond rings and wedding rings. Adv. Exec.: Rudolph Samuels. Agency: Newby & Peron Inc., Chicago. Acct. Exec.: A. Hubert Peron.

BLUEHILL FOODS, 711 S. Broadway, Denver, Col., cheese, peanut butter, preserves, salad dressing and candy. Adv. Exec., Math Brunner. Agencies: Wayne Welch, Denver; Glasser-Gailey, Los Angeles.

BLUMENTHAL BROTHERS, Margaret & James St., Philadelphia, packaged confections. Adv. Exec.: Samuel K. Blumenthal. Agency: Lavenson Bureau of Adv., Philadelphia. Acct. Execs.: H. A. Egbert and J. H. Lanenson.

JOHN BLYE Inc., 565 Fifth Ave., New York, men's wear. Adv. Exec.: Irma P. Lobel. Agency: Roland Brandwein Adv., New York. Acct. Exec.: Roland Brandwein.

BOBROW BROS., 220 S. 5th St., Philadelphia, Bold, Swift and Leda cigars. Adv. Exec.: Herbert M. Bobrow. Agency: Ernest William Greenfield Adv., Philadelphia. Acct. Exec.: E. W. Greenfield.

BOHEMIAN DISTRIBUTING Co., 2254 E. 49th St., Los Angeles, wines, liqueurs and beer. Adv. Exec.: Paul Taranto. Agencies: Foote, Cone & Belding, Los Angeles. Acct. Exec.: Sherman Slade; Davis & Co., Los Angeles (Royal Crest liqueurs).

BOL Mfg. Co., 5145 W. Lake St., Chicago, Hopalong Cassidy Aid drink. Adv. Exec.: Elmer B. Hanke. Agency: Goodkind, Joyce & Morgan, Chicago. Acct. Exec.: Henry Nathan.

BON-TON FOODS Inc., S. Richland Ave., York, Pa., potato chips, corn twistees and popcorn. Agency: W. H. Long Co., York, Acct. Exec.: John R. Adams.

BONAFIDE MILLS, 295 Fifth Ave., New York, Bonny Maid floor coverings. Adv. Exec.: A. Spector. Agencies: Gibraltar Adv. New York; H. W. Fairfax Adv. New York. Acct. Exec.: Stanley I. Fishel.

J. H. BONCK Co., 1100 S. Jefferson Davis Pkwy., New Orleans, Tulane sportshirts and workclothes. Agency: Sewell, Thompson & Caire, New Orleans. Acct. Exec.: K. B. Thompson.

BOND STORES Inc., 35th St. & Fifth Ave., New York, men's and women's clothes. Adv. Exec.: S. N. King. Agency: Neff-Rogow Inc., New York.

BONNIERS Inc., 605 Madison Ave., New York, Scandinavian gift imports. Adv. Exec.: G. Holmquist. Agency: Paul Smallen Adv., New York.

BONOIL PACKING Corp., 4006 Second Ave., Brooklyn, N. Y., Bon pure imported olive oil, maraschino cherries and anchovies. Adv. Exec.: William Crisafulli. Agency: Hirshon - Garfield Inc., New York.

BONOMO CULTURE INSTITUTE, 1841 Broadway, New York, self-improvement courses for men and women. Agency: R. T. O'Connell Co., New York.

THE BOOK HOUSE FOR CHILDREN, 360 N. Michigan Ave., Chicago, children's books. Agency: Presba, Fellers & Presba Inc., Chicago.

BOOK PRESENTATIONS, 100 6th Ave., New York, books. Adv. Exec.: John Stevenson. Agency: Schwab & Beatty Inc., New York.

BOOTS PURE DRUG Co., 270 Park Ave., New York, Blandlax pharmaceutical products. Agency: Hazard Adv., New York. Acct. Exec.: Donald B. Foresman.

BORDEN Co., 350 Madison Ave., New York, grocery products. Adv. Exec.: Henry Schachte. Agencies: Young & Rubicam, New York (Borden's sweetened condensed milk, evaporated milk, malted milk, powdered milk, powdered lemon juice, None Such mince meat and Starlac); Scheideler, Beck & Werner, New York (Hemo and Borden's instant mix hot chocolate); Doherty, Clifford, Steers & Shenfield Inc., New York (Pioneer ice cream brands and instant coffee).

BORDEN'S DOG FOOD Co., 350 Madison Ave., New York, dog food. Adv. Exec.: Ray Bailey. Agency: Young & Rubicam, New York.

BORG-ERICKSON Corp., 1133 N. Kilbourn Ave., Chicago, bathroom scales. Agency: Wallace-Ferry-Hanly Co., Chicago.

BOSCH BREWING Co., Memorial Rd., Houghton, Mich., beer. Adv. Exec.: J. Raymond Fox. Agency: Brindley-Roth Inc., Detroit.

BOSCO Co., 180 Madison Ave., New York, milk amplifier. Agency: Robert W. Orr & Assoc., New York.

BOSTON & ALBANY RAILROAD, South Station, Boston, Adv. Exec.: J. T. Webster. Agency: Foote, Cone & Belding, New York. Acct. Exec.: H. W. Frier.

BOSTON BEER Co., 245 W. 2d St., S. Boston, Boston Light ale and beer. Agency: Haldeman & Schindler, Boston. Acct. Exec.: Aaron Schindler.

BOSTON & MAINE RAILROAD, North Station, Boston, transportation. Agency: Harold Cabot & Co., Boston. Acct. Exec.: Harold Cabot.

BOSTON STORE, 331 W. Wisconsin Ave., Milwaukee, department store. Adv. Exec.: Rubin H. Faber. Agency: Sterling Adv., New York.

BOSTON WOVEN HOSE & RUBBER Co., 29 Hampshire St., Cambridge, Mass., transmission conveyor, belting and V-belts and industrial hose. Adv. Exec.: H. S. Johnson. Agency: Sutherland & Abbott, Boston.

BOTANY MILLS Inc., Dayton Ave., Passaic, N. J., worsted woolens, Merino yarn, fabrics for men's, women's and children's clothing. Agencies: Albert J. Silverstein-Bert Goldsmith Inc., New York (fabrics for men; Botany tie, muffler, sportswear and socks; men's and women's robes; hand-knitting yarns; lanolin soap, and cosmetics). Acct. Exec.: Bert Goldsmith; Sterling Adv., New York (women's ready-to-wear fabrics). Acct. Exec.: R. Englemore; Gotham Adv., New York (export).

MARCEL BOUCHER ET CIE, 304 E. 23d St., New York, costume jewelry.

BOVRIL OF AMERICA Inc., 350 5th Ave., New York, Bovril. Adv. Exec.: Gene Reiley. Agency: Hilton & Riggio Inc., New York.

BOWERY SAVINGS BANK, 110 E. 42d St., New York, bank service. Agency: Edwin Bird Wilson Inc., New York, Acct. Exec.: J. C. Madden.

BOWEY'S Inc., 679 Orleans St., Chicago, Dari-Rich chocolate flavored syrup and chocolate products for ice cream and soda fountains and dairies. Adv. Exec.: George B. Millikan. Agency: Sorensen & Co., Chicago. Acct. Exec.: Roy A. Sorensen.

BOWMAN BISQUIT Co., 842 Walnut St., Denver, Col., cookies and crackers. Agency: Ball & Davidson Inc., Denver. Acct. Exec.: C. A. Salstrand.

BOWMAN DAIRY Co., 140 W. Ontario St., Chicago, dairy products. Adv. Exec.: P. H. Kemper. Agency: J. Walter Thompson Co., Chicago. Acct. Exec.: Theodore P. Jardine.

BOWMAN GUM, 4865 Stenton Ave., Philadelphia, Blony and Bub bubble gum. Agencies: Franklin Bruck Adv. Corp., New York; George Moll Adv., Philadelphia.

BOYER BROS., Altoona, Pa., Mallo-Cup candy bar. Adv. Exec.: R. J. Boyer. Agency: Hening & Co., Philadelphia.

BOYER INTERNATIONAL LABS. Inc., 2700 S. Wabash Ave., Chicago, H-A hair arranger. Agency: George H. Hartman Co., Chicago. Acct. Exec.: Edwin Cahn.

WALTER N. BOYSEN Co., 42d & Linden, St., Oakland, Calif., paints varnishes and enamels. Adv. Exec.: D. M. Schindler. Agency: Emil Reinhardt Adv., Oakland.

E. J. BRACH & SONS, 4656 W. Kinzie St., Chicago, candy. Adv. Exec.: Edwin O. Blomquist. Agency: Arthur Meyerhoff & Co., Chicago.

(Continued on page 416)

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BRADSON Co., 10903 Chandler Blvd., N. Hollywood, Calif., garden sprayers. Agency: The Jordon Co., Los Angeles. Acct. Exec.: Paul Jordon.

BRAMHALL Co., 1210 E. Green St., Pasadena, Calif., Unmask cosmetics. Adv. Exec.: Dan W. Layman Jr. Agency: R. W. Webster Adv., Los Angeles. Acct. Exec.: R. W. Webster.

CARL BRANDENFELS, St. Helens, Ore., scalp and hair applications and massage. Adv. Exec.: Carl Brandenfels. Agency: James Emmett Adv., Portland.

BRANIFF INTERNATIONAL AIRWAYS, Love Field, Dallas, Tex., air transportation. Agency: R. J. Potts-Calkins & Holden, Kansas City.

BRAUER BROS. SHOE Co., 22 S. Sarah St., St. Louis, Paradise shoes and Tango pumps. Adv. Exec.: A. J. Brauer Jr. Agency: Marjorie Wilten Adv., Clayton, Mo.

BRAVO MACARONI Co., 89 Canal St., Rochester, N. Y., spaghetti, macaroni and egg noodles. Adv. Exec.: Horace Gioia. Agency: Feldman-Lefler Inc., Rochester. Acct. Exec.: Samuel H. Feldman.

BREAKSTONE BROS. Inc., 45 Hubert St., New York, dairy products. Adv. Exec.: R. Samuel. Agencies: McKee & Albright, Philadelphia. Acct. Exec.: J. C. Gallagher; H. C. Morris & Co., New York (Breakstone cheese). Acct. Exec.: H. C. Morris.

BREATHEASY DISTRIBUTORS Inc., 65 Cedar St., Seattle, Adv. Exec.: D. V. Bell. Agency: Strang & Prosser Adv., Seattle.

JOHN H. BRECK Inc., 115 Dwight St., Springfield, Mass., hair and scalp preparations. Adv. Exec.: Edward J. Breck. Agency: Charles Sheldon Adv., Springfield, Mass.

JOSEPH BRECK & SON Corp., 401 Summer St., Boston, Mass., seeds and horticultural merchandise, housewares and giftwares. Adv. Exec.: Walter Masson. Agencies: Maxwell Sackheim & Co., New York. Acct. Exec.: Lester Wunderman; Tarler & Skinner Inc., Boston (wholesale div.). Acct. Exec.: Fred Ford.

MARCUS BREIER SONS Inc., 1107 Broadway, New York, Bantamac jacket, sweaters and slacks. Agency: Doyle, Dane & Bernbach Inc., New York.

M. J. BREITENBACH Co., 304 E. 23d St., New York, Gude's Pepto-Mangan. Agency: Herschel Z. Deutsch & Co., New York.

BREWING Corp. of America, 9400 Quincy Ave., Cleveland, Carling's Red Cap ale and Black Lable beer. Adv. Exec.: R. C. Garretson. Agencies: Benton & Bowles, New York (Red Cap ale); Lang, Fisher & Stashower Inc., Cleveland (Black Label beer). Acct. Exec.: Fred P. Stashower.

BREYER ICE CREAM Co., 43d & Woodland Ave., Philadelphia, ice cream. Agency: McKee & Albright Inc., Philadelphia.

BRIDGEPORT BRASS Co., Bridgeport, Conn., pipes, wire & brass goods. Adv. Exec.: Philip Davidson. Agency: Hazard Adv. Co., New York. Acct. Exec.: Herbert Peck.

H. C. BRILL Co., 375-381 Verona Ave., Newark, N. J., Brill spanish rice, macaroni dinner and spaghetti sauce. Agency: Tracy, Kent & Co., New York. Acct. Exec.: William I. Tracy.

BRIMM'S PLASTIC LINER Co., 1740 Bailey Ave., Buffalo, plastic liner for false teeth. Agency: BBDO, Buffalo.

BRISTOL-MYERS Co., 630 Fifth Ave., New York, toothpaste, shaving preparations, deodorants and lotions. Adv. Execs.: W. T. Drew, R. C. Whitman, R. K. Van Nostrand, L. H. Bristol Jr., W. P. Lantz. Agencies: Doherty, Clifford, Steers & Shenfield Inc., New York (Ipana toothpaste, Ingram's shaving cream, Vitalis, Benex brushless shave, Mum). Acct. Execs.: Joel Jacobs and Harry Ireland; Young & Rubicam, New York (Trushay hand lotion, Sal Hepatica, Minit-Rub, Ingram's Ammonium Ion tooth powder). Acct. Exec.: J. E. Grimm Jr.; Kenyon & Eckhardt, New York (Resistab); Ronalds Adv., Montreal (Canadian); Boclaro Adv., New York (foreign).

BRITISH COLONIAL HOTEL, Nassau, Bahamas. Agencies: Kelly, Nason Inc., New York; Robert Hance Adv., Philadelphia.

BRITISH COLUMBIA FRUIT BOARD, Kelowna, B. C., British Columbia grown fruit. Adv. Exec.: K. L. Johnson. Agency: Canadian Adv., Montreal, Can.

BRITISH COMMONWEALTH PACIFIC AIRLINES, 53 Martin Pl., Sydney, Australia, service between Australia, New Zealand, U.S. and Canada. Agency: Cecil & Presbrey, New York (U.S.).

BRITTON Div., Associated Sales Inc., 2020 Live Oak St., Dallas, Britton Myotronic battery. Adv. Exec.: William D. Keys. Agency: Advertising Assoc., Dallas.

BROADMOOR HOTEL Inc., Colorado Springs, Col., rooms, sports facilities and resort accommodations. Adv. Exec.: T. Ortis Johnston. Agency: MacGruder-Bakewell-Kosta, Denver.

THE BROADWAY DEPARTMENT STORE Inc., 401 S. Broadway, Los Angeles, department store. Adv. Exec.: Dorothy Skaar Hansen. Agency: McCann-Erickson, Los Angeles.

B. J. BROCK & Co., 4513 W. 153rd Lawndale, Los Angeles, dinnerware & accessories. Agency: J. M. Straus, Los Angeles.

BROCK CANDY Co., Chattanooga, Tenn., Brock candy bar. Agency: Liller, Neal & Battle Adv., Atlanta. Acct. Exec.: W. W. Neal.

BROCK & Co., 420 E. Erie Ave., Philadelphia, frozen french fried potatoes. Adv. Exec.: Walter E. Buechele. Agency: Clements Co., Philadelphia.

BROCK HILL FARMS Inc., 5230 Milwaukee Ave., Chicago, concentrated acidophilis milk. Agency: T. R. Bauerle Adv., Sierra Madre, Calif.

BROCKLES FOODS Co., 811 S. Ervay St., Dallas, Tex., special dressing and french dressing. Agency: Hepworth Adv,. Dallas. Acct. Exec.: S. W. Hepworth.

BROOKSIDE DISTILLING PRODUCTS Corp., 610 S. Washington Ave., Scranton, Pa., Don Juan wines. Agency: Harrison Adv., Scranton.

BROPAR DISTRIBUTORS, 1029 Donaldson Ave., San Antonio, Tex., ladies shoulder bags and gift items. Adv. Exec.: T. R. Parr. Agency: Pitluk Adv., San Antonio.

ARTHUR BROWN & BRO. Inc., 2 W. 46th St., New York, artists and drafting supplies and materials. Adv. Exec.: William Einhorn. Agency: Reiss Adv., New York.

BROWN & HALEY, 100 E. 26th St., Tacoma, Wash., Almond Roca candy. Agency: Honig-Cooper Co., Seattle.

JIM BROWN STORES Inc., 6560 Juniata Ave., Cleveland, farm and home supplies. Agency: John Yezbak & Co., Cleveland. Acct. Exec.: John Yezbak.

BROWN SHOE Co., 1600 Washington Ave., St. Louis, Buster Brown shoes for children; Roblee shoes for men; Air Step, Naturalizer, Life Stride and Westport shoes for women. Adv. Exec.: R. G. Stolz. Agency: Leo Burnett Co., Chicago. Acct. Exec.: O. W. Heath.

BROWN & WILLIAMSON TOBACCO Corp., 1600 W. Hill St., Louisville, Ky., cigarettes and tobacco. Adv. Exec.: W. S. Cutchins. Agencies: Russel M. Seeds Co., Chicago (Raleigh and Wing cigarettes and Sir Walter Raleigh smoking tobacco); Ted Bates & Co., New York (Kool, Life and Viceroy cigarettes).

E. T. BROWNE DRUG Co., 127 Water St., New York, Palmer's Skin Success soap ointment and bleach cream. Adv. Exec.: E. T. Browne. Agencies: Cole & Co., Memphis. Acct. Exec.: Lester W. Cole; The Export Adv. Agency, Chicago (export).

BROWNIE BAKING Co., West 225 Indiana St., Spokane, Wash., Brownie cookies. Agency: Virgil Warren Adv., Spokane. Acct. Exec.: Robert M. Coons.

BROWNSTEIN-LOUIS Co., 1228 San Julian St., Los Angeles, Calif., women's shirts and men's sport shirts. Adv. Exec.: Ross L. Lewin. Agency: The Mayers Co., Los Angeles. Acct. Exec.: Larry Lewin.

E. L. BRUCE Co., Thomas St., Memphis, Tenn., hardwood floorings, floor finishes, yellow pine and hardwoods. Adv. Exec.: Harvey Creech. Agencies: Christiansen Adv., Chicago (household products div.). Acct. Exec.: H. E. Christiansen; Greenhaw & Rush Inc., Memphis (Terminix, hardwoods and flooring div.). Acct. Exec.: Holton Rush.

BRUNER-RITTER Inc., 630 Fifth Ave., New York, Bretton watch bracelet. Adv. Exec.: Marvin J. Bruner, Agency: Laurence C. Gumbinner Adv., New York.

BRYANT HEATER DIV., Affiliated Gas Equipment Inc., 17825 St. Clair Ave., Cleveland, gas fired heating equipment, automatic water heaters and dehumidifiers. Adv. Exec.: Howard A. Kennedy. Agency: Fuller & Smith & Ross, Cleveland. Acct. Exec.: A. C. Schnieder.

LANE BRYANT Inc., 465 Fifth Ave., New York, women's apparel, stores and mail order. Adv. Exec.: Robert Wadsworth. Agency: E. H. Baker Adv., Chicago. Acct. Exec.: Murrey Schneiderman.

BUBBLE UP Corp., 1064 W. Fifth Ave., Columbus, Ohio, beverages. Agency: Jack Kelly Adv., Columbus. Acct. Exec.: Jack Kelly.

S. BUCHSBAUM & Co., 1737 S. Michigan Ave., Chicago, men's and women's accessories. Adv. Exec.: Howard Gold. Agency: Irving J. Rosenbloom Adv., Chicago. Acct. Exec.: Irving J. Rosenbloom.

THE BUCKEYE BREWING Co., 1501 Michigan St., Toledo, Buckeye beer. Adv. Exec.: Harry O. Jedd. Agency: W. B. Doner & Co., Detroit.

BUCKEYE POTATO CHIP Co., 2687 E. 5th St., Columbus, Ohio, potato chips, pretzels, shoestring potatoes. Agency: Byer & Bowman. Columbus. Acct. Exec.: R. W. Testament.

W. K. BUCKLEY Inc., 37 Franklin St., Buffalo, Jack & Jill cough syrup for children. Adv. Exec.: R. B. Prindiville. Agencies: Grant Adv., Chicago. Acct. Exec.: J. Kennedy; Victor van der Linde Co., New York; Harold F. Stanfield, West Toronto (Canadian).

BUCKMAN LABS., Memphis, Tenn., Buderma ointment. Adv. Exec. W. D. Stitt. Agency: Merrill Kremer Inc., Memphis. Acct. Exec.: Marshall J. Smith.

BUDGET PACK Inc., 3140 E. Pico Blvd., Los Angeles, beans, rice, dried fruit, candy, macaroni, spices and desserts. Agency: Factor-Breyer, Los Angeles.

BUFFALO OPTICAL Co., 559 Main St., Buffalo, C-Far field glasses. Adv. Exec.: O. W. Cleal. Agency: Baldwin Bowers & Strachan Inc., Buffalo.

BUITONI MACARONI Corp., Huyler St. S., Hackensack, N. J., macaroni. Adv. Exec.: Edward D. Lancelotti. Agency: Harold J. Siesel Co., New York.

BULLSEYE Corp., 150 Amity Rd., New Haven, Conn., car polish. Agency: Turner & Dyson Inc., New York.

BULOVA WATCH Co., 630 Fifth Ave., New York, watches (S). Adv. Exec.: R. F. Warren: Agency: Biow Co., New York. Acct. Exec.: C. T. Clyne.

BUNNY BEAR Inc., 210 Broadway, Everett, Mass., infant nursery products. Adv. Exec.: Frank Greeley. Agency: Silton Bros. Inc., Boston. Acct. Exec.: Jason Silton.

THE BURGER BREWING Co., Liberty at Central Pkwy., Cincinnati, beer and ale. Agency: Midland Adv., Cincinnati. Acct. Exec.: Byron Fischer.

EDWARD & JOHN BURKE Ltd., 47-24 27th St., Long Island City, New York, Guinness Extra stout and Burke's ale. Agency: Hewitt, Ogilvy, Benson & Mather, New York. Acct. Exec.: David Ogilvy.

THE BURKHARDT BREWING Co., 529 Grant St., Akron, Ohio, beer and ale. Adv. Exec.: W. G. Burkhardt. Agency: Fuller & Smith & Ross Inc., Cleveland.

T. W. BURLESON & SON, 224 N. Rogers St., Waxahachie, Tex., honey. Agency: Rogers & Smith, Dallas. Acct. Exec.: Randall E. Brooks.

BURLINGTON MILLS Corp., 350 Fifth Ave., New York, women's wear fabrics, men's wear fabrics, decorative, industrial and transportation fabrics; Cameo hosiery. Adv. Exec.: A. Stanley Kramer. Agencies: Hirshon-Garfield Inc., New York; Morey, Humm & Johnstone Inc., New York (women's fashion advertising). Acct. Exec.: Muriel Johnstone.

BURNS CUBOID Co., Santa Ana, Calif., Cuboid foot balancer. Adv. Exec.: J. G. Knapp. Agency: Jaffe & Jaffe Adv., Los Angeles, Acct. Exec.: Louis Rangno.

BURNS MARTIN Co., 147 Summer St., Boston, men's clothing. Adv. Exec.: Bernard N. Abelson. Agency: Robert & Reimers Inc., New York. Acct. Exec.: J. Lucken.

BURPEE CAN SEALER Co., 128 W. Liberty St., Barrington, Ill., Burpee automatic electric french fryer (S). Adv. Exec.: Donald E. Hall. Agency: Buchanan & Co., Chicago. Acct. Exec.: Robert Potter.

BURRUS MILL & ELEVATOR Co., P. O. Box 448, Dallas, Tex., Light Crust. Adv. Exec.: John H. Hicks Jr. Agency: Tracy-Locke Co., Dallas. Acct. Exec.: Herbert Lehman.

BURSON KNITTING Co., Rockford, Ill., fashioned hose and knitted novelties.

BURTON-MORROW Co., Ft. Joralemon, Brooklyn, N. Y., extracts. Adv. Exec.: Gabriel Lowenstein. Agency: Hilton & Riggio, New York.

D. P. BUSHNELL & Co., 41-43 E. Green St., Pasadena, Calif. binoculars. Adv. Exec.: George Roosevelt. Agency: Van Der Boom, Hunt & McNaughton Inc., Los Angeles.

BU-TAY PRODUCTS Ltd., 5832 S. Garfield St., Los Angeles, Rain Drops wate conditioner and bluing. Agency: Da B. Miner, Los Angeles.

BUXTON Inc., 93 Orleans St., Springfield, Mass., Lady Buxton accessorie for women. Agency: Amos Parrish & Co., New York.

BYMART-TINTAIR Inc., 677 Fifth Ave., New York, Tintair hair coloring and Lightening Change home hair lightener. Adv. Exec.: Mitchell Findlay. Agency: Cecil & Presbrey, New York. Acct. Exec.: George C. Oswald.

C

CABANY PRODUCTS Inc., 9025 Santa Monica Blvd., Los Angeles, Cabany oriental cleaner. Adv. Exec.: Mildred Cabany. Agency: Mogge-Privett, Los Angeles, Calif. Acct. Exec.: Snowden Hunter.

CADILLAC EMPLOYMENT AGENCY Inc., 220 S. State St., Chicago.

THE CAHOKIA FLOUR Co., 6060 Manchester St., St. Louis. Adv. Exec.: R. R. Zimmerman. Agency: Harold Kirsch Adv., St. Louis.

CALIFORNIA FLOWER Co. 400 Reservoir Ave., Providence, R. I., Calart flowers. Agency: Knight & Gilbert, Providence, R. I.

CALIFORNIA DAIRY INDUSTRY ADVISORY BOARD, 907 12th St., Sacramento, Calif. Agency: Brisacher, Wheeler & Staff, San Francisco. Acct. Exec.: Franklin C. Wheeler.

CALIFORNIA FIG INSTITUTE, 846 Divisadero St., Fresno, Calif., California dried figs. Agency: Elwood J. Robinson Adv., Los Angeles. Acct. Exec.: Elwood J. Robinson.

CALIFORNIA FLYERS, SCHOOL OF AERONAUTICS, 1720 W. Florence Ave., Inglewood, Calif., aviation mechanics, aircraft and engine mechanics, engineering drafting (aircraft, Jet engine overhall and maintenance) training courses. Agency: John H. Riordan Co., Los Angeles. Acct. Exec.: John H. Riordan.

CALIFORNIA FRUIT GROWERS EXCHANGE, PRODUCTS DEPT., 616 E. Grove St., Ontario, Calif., citrus fruit products, single strength, concentrated and frozen citrus juices, orangeade and lemonade bases, pectin, lemon oil orange oil. Agency: Foote-Cone-Belding, Los Angeles. Acct. Exec.: Nelson Carter.

CALIFORNIA & HAWAIIN SUGA REFINING Co. Ltd., Matson Bldg., Sa Francisco. C & H sugars. Agency Honig-Cooper, San Francisco. Acc Exec.: E. B. Krough.

CALIFORNIA LIMA BEAN GROWER Assn., 1100 E. 5th St., Oxnard, Calif Seaside dried California lima bean Agency: Mogge-Privett, Los Angeles.

CALIFORNIA NURSERY Co., Nile Calif., growers and retailers of gen eral nursery stock. Agency: Ryde Ingram Ltd., Oakland, Calif. Acc Exec.: R. L. Ingram.

THE CALIFORNIA OIL Co., Barbe N. J., Calso gasoline, RPM motor oil lubricants. Adv. Exec.: M. F. Barry Agency: BBDO, New York.

CALIFORNIA PACKING Corp., 215 Fremont St., San Francisco, Del Monte canned fruits, vegetables, dried fruit, canned fish, coffee. Adv. Exec.: Harold H. Yost. Agency: McCann-Erickson, San Francisco. Acct. Exec.: F. H. McCrea.

CALIFORNIA PET FOODS Co., 204 Broadway, Sacramento, Calif., Bonnie dog and cat food; Snappy dog food. Agency: Chapin - Damm, Sacramento, Calif. Acct. Exec.: R. Chapin.

CALIFORNIA PRUNE & APRICOT GROWER'S Assn., Market & San Antonio St., San Jose, Sunsweet, Tenderized prunes, apricots. Adv. Exec.: E. N. Thayer. Agency: Long Adv., San Jose, Calif. Acct. Exec.: Alvin Long.

CALIFORNIA SPORTSWEAR Co., 1024 Maple Ave., Los Angeles. Californian leather sportswear. Adv. Exec.: I. Whiser. Agency: Hixson - Jorgensen Adv., Los Angeles.

CALIFORNIA SPRAY-CHEMICAL Corp., Lucas & Ortho Way Sts., Richmond, Calif., Volck, Orthol-K, Kleenup, Ortho, Coposil, Bug-Geta, Extrax, Greenol, Ant-B-Gon, Vapotone, Isotox agricultural and garden pesticides. Adv. Exec.: Louis F. Czufin. Agency: McCann-Erickson, San Francisco.

CALIFORNIA TUNA PACKING Corp., Box 130036, San Diego, Calif., Nielsen's, Seapreme, tuna. Adv. Exec.: C. A. Holliday. Agency: Armstrong-Schramm, San Diego. Acct. Exec.: G. E. Vinson.

CALIFORNIA WINE Assn., 760 S. Parkview St., Los Angeles. Aristocrat and A. R. Morrow brandy; Ambassador, F. I. and Guasti wines; F. I. vermouth, champagnes. Agency: McCann-Erickson, San Francisco.

CALLAWAY MILLS Inc., 295 Fifth Ave., New York, cotton textiles. Agency: J. M. Mathes, New York.

CALO DOG FOOD Co. Inc., 1530 E. Twelfth St., Oakland, Calif., Calo dog and puppy food, biscuits, cat food; Victory Brand, Our Best Friend, His Master's Choice dog and cat food products. Agency: Frank Wright Adv., San Francisco. Acct. Exec.: Frank Wright.

CALORIC STOVE Corp., Widener Bldg., Philadelphia, gas ranges. Adv. Exec.: V. Klein. Agency: McKee & Albright Inc., Philadelphia.

CAL-RAY BAKERIES, 427 Howard St., Glendale Calif., packaged cookies. Agency: R. W. Webster Adv., Los Angeles. Acct. Exec.: Richard T. Guppy.

CALSO WATER Co., 333 12th St., San Francisco, Calso water. Adv. Exec.: J. G. Knapp. Agency: Honig-Cooper, San Francisco. Acct. Exec.: Heber H. Smith.

CAMDEN COUNTY BEVERAGE Co., Fillmore & Bulson Sts., Camden, N. J., Camden Pilsner, Camden Light Lager and Lord Camden ale. Agency: Wayne Adv., Philadelphia.

CAMEO CLEANSER Corp., 4600 S. Tripp Ave., Chicago, Cameo cleanser, Agency: Maxon Inc., Chicago.

WM. CAMERON & Co., Waco, Tex., building materials and home equipment. Adv. Exec.: A. E. Quinn. Agencies: Richard C. Bush Adv., Waco (retail.); Erle Racey Adv., Dallas, Tex. (wholesale.).

WILLIAM A. CAMP Co. Inc., 100 Hudson St., New York, American Beauty pistachio, indian nuts, Norwegian Beauty Brand sardines, kippered snacks. Agency: Bass Adv., New York.

S. H. CAMP & Co., 109 W. Washington St., Jackson, Mich., Camp surgical supports for women, men and children. Agency: Frank H. Kaufman & Co., New York. Acct. Exec.: Frank H. Kaufman.

CAMP CHEMICAL Co., Inc., 2d Ave. & 13th St., Brooklyn, N. Y., chemicals for septic tanks. Agency: Powerad Adv., New York.

CAMPANA SALES Co., Batavia, Ill., Campana Italian Balm, Solitair Cake Make-up, Dreskin, Dreskin Coolies, Solitair lipstick, Campana Magic Touch Cream Make-up, DDD prescription, Parfums Anjou, Ayds vitamin candy. Adv. Exec.: Richard M. Crull. Agencies: Tim Morrow Adv., Chicago. Acct. Exec.: Frank Duggan, (DDD Prescription); Wallace-Ferry-Hanly, Chicago. Acct. Exec.: T. Wallace; Morey-Humm-Johnstone, New York; H. W. Kaster, Chicago. Acct. Exec.: Herman Kaster (Ayds); Cockfield-Brown Co., Montreal.

CAMPBELL CEREAL Co., 1212 Foshay Tower, Minneapolis, Malt-O-Meal (S). Adv. Exec.: Rosalie K. Kretchmer. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Art Lund.

H. D. CAMPBELL Co., Rochelle, Ill., farm supplies, including poultry equipment, stock tank heaters and waterers.

CAMPBELL SOUP Co. Camden, N. J., Campbell's soups, pork and beans, tomato juice, tomato ketchup, Franco-American spaghetti, macaroni, beef gravy, spaghetti sauce, V-8 cocktail vegetable juices. Adv. Execs.: H. M. Stevens (soups), J. R. Johnson (Franco-American products). Agencies: Ward Wheelock, Philadelphia (Campbell's soups); Dancer - Fitzgerald - Sample, New York (Franco-American products); Compton Adv. New York (Campbell's pork and beans, tomato juice); Robert Otto, New York (export).

HARRY T. CAMPBELL SONS Corp., Towson, Md., White Camel crushed stone; Sakrete dry mix concrete; Camelite asphalt paving; Cameline for the ground; Camelshell poultry feed; Camelwhite for paper, paint, rubber industry. Agency: Van Sant & Dugdale, Baltimore. Acct. Exec.: Nick Van Sant.

CANADA DRY GINGER ALE Inc., 100 Park Ave., New York, carbonated beverages, alcoholic beverages. Adv. Exec.: F. E. Benson. Agency: J. M. Mathes Inc., New York. Acct. Exec.: William T. Okie.

THE CANADA STARCH Co., Ltd., 1940 Sun Life Bldg., Montreal, corn syrups, corn starches, corn oil and laundry starch (N) (S). Adv. Exec.: C. R. Norwood. Agency: Vickers & Benson Ltd., Montreal. Acct. Exec.: R. E. Gourlay.

CANADIAN ACE BREWING Co., 3901 S. Emerald St., Chicago, Canadian Ace brand beer, ale. Adv. Exec.: A. Levrant. Agency: Louis Weitzman Adv., Los Angeles. Acct. Exec.: Louis Weitzman.

CANADIAN INTERNATIONAL TRADE FAIR, Toronto. Agency: Walsh Adv., Toronto. Acct. Exec.: John Milne.

CANDO Co., 13-15 Custom House St., Boston, silver and metal polish. Adv. Exec.: James A. Byrne. Agency: Chambers & Wiswell, Boston. Acct. Exec.: George Chambers.

JOHN B. CANEPA Co., 310 W. Grand Ave., Chicago, Red Cross macaroni products. Agency: J. Edward Long Adv., Chicago.

A. J. CANFIELD Co., 6788 South, S. Chicago, Canfield ginger ale, carbonated beverages. Adv. Exec.: C. T. Jegan. Agency: William Hart Adler, Chicago. Acct. Exec.: K. C. Ring.

CANFIELD OIL Co., 3216 E. 55th St., Cleveland, motor oils, gasolines, greases. Agency: Frank M. Wulf & Assoc., Cleveland. Acct. Exec.: Frank M. Wulf.

CANNON MILLS Inc., 70 Worth St., New York, Cannon towels, sheets and pillow cases; hosiery. Adv. Exec.: George Beyer Jr. Agencies: N. W. Ayer & Son, New York (towels and bedspreads). Acct. Exec.: Robert Lansdson; Young & Rubicam, New York (sheets, pillow cases, hosiery). Acct. Exec.: Raymond Browne.

CANNON SHOE Co., Lafayette Ave. & Dickson St., Baltimore, Cannon, Harpers; Roy Logan and Hollywood shoes.

CAPITAL AIRLINES, National Airport, Washington, D. C., passenger, mail, air freight, air express. Agency: Lewis Edwin Ryan Adv., Washington. Acct. Exec.: Robt. Cory.

THE CAPITAL CITY PRODUCTS Co., Foot W. 1st Ave., Columbus, Dixie margarine, Kingtaste food products. Adv. Exec.: H. A. Patzer. Agency: Clark-Rickerd, Detroit.

CAPITOL RECORDS Inc, Sunset & Vine, Hollywood, Calif., Capitol records. Adv. Exec.: Jack Coerne. Agency: Calkins, Holden, Carlock, McClinton & Smith, Los Angeles. Acct. Exec.: David R. Fenwick.

J. CAPPS & SONS Ltd., Jacksonville, Ill., Capps clothes for men. Agency: Prater Adv., St. Louis, Mo. Acct. Exec.: George L. Prater.

THE CAPRI, 3010 Collins Ave., Miami Beach, Fla., hotel. Agency: Advertising Trade Service, New York. Acct. Exec.: Chas. Friedlander.

CAPUDINE CHEMICAL Co., 122 E. Martin St., Raleigh, N. C., medical. Adv. Exec.: Edwin W. Yates. Agency: Dillard Jacobs Adv., Atlanta, Ga.

CARBOLA CHEMICAL Co., Natural Bridge, New York. CCC louse killer, Hylite water putty and Carbola. Adv. Exec.: H. T. Koenig. Agency: Armand S. Weill, Buffalo, N. Y.

CARBONA PRODUCTS Co., 30-50 Greenpoint Ave., Long Island, N. Y., Carbona cleaning fluid, shoe whitener, shoe polishes and soapless lather. Adv. Exec.: Andrew F. Warren Agency: Ralph Harris, New York.

THE CARBORUNDUM Co., Niagara Falls, N. Y., abrasive and refractory products. Adv. Exec.: A. W. Cowles. Agencies: Comstock & Co., Buffalo, N. Y. Acct. Exec.: S. J. Hiles; G. M. Basford & Co., New York. Acct. Exec.: John De Wolf.

CARDINAL DIAMOND SYNDICATE, 720 Olive St., St. Louis, diamond engagment and wedding rings. Agency: Olian Adv., St. Louis.

CARDINET CANDY Co., 2172 Market St., Oakland, Calif., Baffle Bar, Nob-Hill, Uno candy bars. Agency: Elliott-Daly-Sherman, San Francisco.

THE ALLEN D. CARDWELL Mfg. Corp., Whiting St., Plainville, Conn., electronic devices and variable air capacitors.

THE CAREY SALT Co., Ave. B & Polar, Hutchinson, Kan., table salt (S). Adv. Exec.: Warren K. Rodat. Agency: R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: E. A. Warner.

CARGILL Inc., 200 Grain Exchange St., Minneapolis, Cargill feeds, hybrid seed corn, general field and lawn grass seeds, nutrena feeds. Agency: Bruce B. Brewer, Minneapolis. Acct. Exec.: Chas. R. Strotz.

HAMILTON CARHARTT OVERALL Co., 1698 W. Lafayette St., Detroit, Mich., Hamilton Carhartt overalls. Agency: Aarons, Sill & Caron, Detroit.

THE CARLAY Co., Batavia, Ill., Ayds vitamin candy reducing plan. Adv. Exec.: R. M. Crull. Agency: Presba, Fellers & Presba, Chicago.

CARLSON HYBRID CORN Co., Audubon, Iowa, hybrid corn, corn cribs and bins.

CAREY SALT CO., Carey Bldg. Hutchinson, Kan., Adv. Exec.: Warren K. Rodat. Agency: R. J. Potts-Caklins & Holden, Kansas City. Acct. Exec.: G. F. Updike.

CARMO SHOE Mfg. Co., Union, Mo., Carmelletes women's novelty shoes. Adv. Exec.: J. I. Kaplan. Agency: Datche Adv., St. Louis.

CARNATION Co., 5045 Wilshire Blvd., Los Angeles. Carnation evaporated milk. Adv. Execs.: L. W. Nolte, (evap. milk div.), Walter Mayer (fresh milk and ice cream div.), W. N. Huse (Albers Cereal and Friskies div.). Agencies: Erwin-Wasey Co., Los Angeles. Acct. Execs.: Norman Best, Eric Lifner, Archibald Douglass; Baker Adv., Toronto. Acct. Exec.: W. E. Trimble.

CARNEY Co. Inc., 153 Chestnut St., Mankato, Minn., insulation products. Agency: Alfred Colle Co., Minneapolis. Acct. Exec.: Alfred Colle.

CARR, ADAMS & COLLIER Co., Dubuque, Iowa, lumber. Adv. Exec.: Allen E. Stoltz.

CARR-CONSOLIDATED BISCUIT Co., 188 N. Pennsylvania Ave., Wilkes-Barre, Pa., crackers and cookies (S). Adv. Exec.: Fred W. Paget. Agency: BBDO, New York. Acct. Exec.: F. J. Mahoney.

CARSON PIRIE SCOTT & Co., 1 S. State St., Chicago. general merchandise. Adv. Exec.: R. B. Schlesinger.

CARTER CARBURETOR Corp., 2840 N. Spring Ave., St. Louis, automatic and manual choke carburetors; mechanical and electric fuel pumps; ceramic and screen type fuel filters, oil pressure switches. Adv. Exec.: D. A. Bragdon. Agency: Oakleigh R. French, St. Louis. Acct. Exec.: O. R. French.

CARTER HOTELS OPERATING Corp., 31st St. & 7th Ave., New York, hotels (Governor Clinton, Dixie, George Washington, Essex, Avery, Garde). Agencies: Koehl, Landis & Landan, New York. Acct. Exec.: Al Koehl (Governor Clinton); H. C. Morris Co., New York. Acct. Exec.: H. C. Morris (Dixie and George Washington).

THE CARTER OIL Co., Tulsa, Okla., Carter petroleum products. Adv. Exec.: F. Van Iderstine. Agency: Rogers-Smith, Kansas City. Acct. Exec.: B. G. Wasser.

CARTER PRODUCTS Inc., 53 Park Pl., New York, Arrid cream deodorant. Nair lotion depilatory, Rise push button shave lather, Billow push button shampoo. Adv. Execs.: Allan B. Miller Jr. and Robert A. H. Peterson. Agencies: Ted Bates & Co., New York (Nair); Sullivan, Stauffer, Colwell & Bayles, New York (Arrid and Rise shave lather); Cecil & Presbrey, New York (Billow); Colman-Prentis-Varley, New York (exports).

CARUSO BRANDS Inc., 45 W. 57th St., New York, Caruso brand foods, macaroni products. Agency: Bermingham-Castleman-Pierce, New York.

CASE'S PORK PACK Co. Inc., 644 Washington St., Trenton, N. J., Case's pork roll, pork pack. Agency: Lohmeyer-Adelman Adv., Philadelphia. Acct. Exec.: J. Griffith Rensel.

CASITE DIV., Hastings Mfg. Co., Thorne & Hanover Sts., Hastings, Mich., Casite (motor tune-up product) (S). Adv. Exec.: Don H. Collins. Agency: Keeling & Co., Indianapolis. Acct. Exec.: Lowell H. Stormont.

CATALINA Inc., 443 S. San Pedro St., Los Angeles, Catalina bathing suits, sweaters. Adv. Exec.: Oscar Meinhardt. Agency: David S. Hillman, Los Angeles. Acct. Exec.: D. Hillman.

CATERPILLAR TRACTOR Co., Peoria, Ill., Caterpillar diesel track-type and wheel-type tractors, marine engines, graders, diesel engines, earthmoving equipment. Adv. Exec.: W. K. Cox. Agencies: N. W. Ayer & Son, Chicago. Acct. Exec.: F. W. Heckel; Hosler Adv., Peoria, Ill. Acct. Exec.: R. Thompson.

CAT'S PAW RUBBER Co. Inc., Warner & Ostend Sts., Baltimore, Cat's Paw rubber soles and heels, cottex soles, Foster rubber heels and soles, orthopedic rubber heels. Adv. Exec.: Larry L. Esterson. Agency: S. A. Levyne Co., Baltimore. Acct. Exec.: S. A. Levyne.

C-B DRUG Co., 222 S. College St., Charlotte, N. C., C-B drug products. Agency: Walter J. Klein Co., Charlotte, N. C. Acct. Exec.: Will S. Johnson.

THE CELLOWAX Co., 7 S. Gay St., Baltimore, Cellowax for floors and Bluko cleaner. Agency: Joseph Katz Co., Baltimore.

THE CENTAUR-CALDWELL Div. of Sterling Drug Inc., 1450 Broadway, New York. Fletcher's Castoria, Z.B.T. baby powder with olive oil, Molle brushless shaving cream, Dr. Caldwell's laxative, Midol and Ironized Yeast tablets, P-W tablets, Campho-Phenique, Tod'l baby bath. Agencies: Carl S. Brown, New York (Fletcher's Castoria, Dr. Caldwell's laxative, Fletcher's Z.B.T. baby products, Tod'l baby bath); The Thompson-Koch Co., New York (P-W tablets, Midol, Campho-Phenique, Ironized yeast). Acct. Exec.: Carl Baumgarter; Dancer-Fitzgerald-Sample, New York (Cal-aspirin, Molle shaving cream). Acct. Exec.: George Tormey.

CENTENNIAL FLOURING MILLS Co., 340 Central Bldg., Seattle, Wash., Silk-Sifted family flour, cake flour, Centennial pancake and waffle flour, Healthbuilder feeds. Agency: Richard G. Montgomery Adv., Portland, Ore. Acct. Exec.: Richard G. Montgomery.

CENTLIVRE BREWING Corp., 2501 Spy Run Ave., Fort Wayne, Ind., Old Crown ale, beer. Adv. Exec.: Herman G. Centlivre. Agency: Westheimer & Block, St. Louis. Acct. Exec.: Louis Westheimer.

CENTRAL NATIONAL BANK, Roosevelt Rd. at Halsted St., Chicago. Agency: Bozell-Jacobs, Chicago. Acct. Exec.: Harry J. Lazarus.

CENTRAL PAINT & VARNISH WORKS Inc., 59-69 Prospect St., Brooklyn, N. Y., paints and varnishes. Agency: Du Fine & Kaufman, New York. Acct. Exec.: Robert Kaller.

CERTAIN-TEED PRODUCTS Corp., 120 Lancaster Ave., Ardmore, Pa., Certain-Teed building materials. Adv. Exec.: R. B. James. Agency: Gray & Rogers, Philadelphia.

CERTIFIED BRANDS Inc., 512 Delaware St., Kansas City, Fleming coffee, Golden Wedding coffee. Agency: Rogers-Smith, Kansas City.

CHALMERS GELATINE Corp., P. O. Box 156, Williamsville, N. Y., Chalmers gelatine, Mi-Gel and Chalmers chocolate pudding. Agencies: Flagler Adv., Buffalo, N. Y.; The Armand S. Weill Co., Buffalo.

F. B. CHAMBERLAIN Co., 41 Branch St., St. Louis, Jack Frost buckwheat and pancake flour; Chamberlain's flavoring extracts; Mamma's pancake flour; Perfect chick feed and bird food. Adv. Exec.: E. D. Darley.

CHAMBERLAIN SALES Corp., 702 6th Ave., Des Moines, Chamberlain's lotion. Adv. Exec.: D. S. Chamberlain. Agency: BBDO, Chicago. Acct. Exec.: K. W. Ellis.

CHAMBERS BROS. FUR Mfr., 350 7th Ave., New York, Evergrey furs. Agency: Norman D. Waters & Assoc., New York.

CHAMBERS Corp., Shelbyville, Ind., gas ranges. Adv. Exec.: C. E. Parson. Agency: Lewin, Williams & Saylor Inc., Newark, N. J. Acct. Exec.: Sheldon F. Berlow.

CHAMBERS DISTRIBUTING Co., 34 Exchange Pl., Jersey City, N. J., Chambers gas ranges. Adv. Exec.:

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DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

Charles W. Zemer. Agency: Lewin, Williams & Saylor Inc., Newark, N. J. Acct. Exec.: Sheldon F. Berlow.

CHAMPION MOTORS Co., Minneapolis, Minn., outboard motors. Agency: Alfred Colle, Minneapolis. Acct. Exec.: Kirk McCoy.

CHAMPION SPARK PLUG Co., Upton Ave., Toledo, spark plugs. Adv. Exec.: F. E. Southard. Agencies: MacManus, John & Adams, Detroit. Acct. Exec.: John MacManus; J. Walter Thompson Co., New York.

CHAMPLIN REFINING Co., 118 E. Randolph St., Enid, Okla., petroleum products. Adv. Exec.: L. E. Noble. Agency: Ford Adv., Enid, Okla.

CHANGING TIMES—THE KIPLINGER MAGAZINE, 1729 H. St., N. W., Washington, D. C., Kiplinger magazine. Agency: Albert Frank-Guenther Law, Washington, D. C. Acct. Exec.: Robt. W. Day.

CHARLES NURSERY, Belleville, Ill., vegetable plants and nursery stock. Adv. Exec.: Virginia B. Wilson. Agency: Shaffer, Brennan & Margulis, St. Louis. Acct. Exec.: S. I. Rosenfeld.

CHARMS Co., 601 Bangs Ave., Asbury Park, N. J., Charms candy. Agency: Scheck Adv., Newark, N. J., Acct. Exec.: Morris Scheck.

CHASE CANDY Co., 4230 Gravois Ave., St. Louis. Chase candies, Cello-Fresh bags, Nickel Naks. Agency: Price-Robinson-Frank, Chicago.

CHASE NATIONAL BANK, Pine, corner Nassau, New York, banking service. Agencies: Albert Frank-Guenther Law, New York; Doremus & Co., New York; Hewitt, Ogilvy, Benson & Mather, New York.

CHATTANOOGA MEDICINE Co., 1715 W. 38th St., Chattanooga, Tenn., Black-Draught, Syrup of Black-Draught and Black-Draught tablets (S). Adv. Exec.: Frank Walsh. Agencies: Harry B. Cohen Adv., New York. Acct. Exec.: Harry B. Cohen (Cardui and Zyrone (S)); Street & Finney, New York. Acct. Exec.: Robert Finney (Soltice). Noble-Dury & Assoc., Nashville, Tenn. Acct. Exec.: W. S. Graham.

CHELSEA MILLING Co., Chelsea, Mich., Jiffy biscuit mix and pie crust. Adv. Exec.: Howard Holmes. Agency: Clark-Rickerd Adv., Detroit.

CHEMICALS Inc., 2601 Wood St., Oakland, Calif., plastic and liquid starch, household bleach and powdered bleach. Agency: Sidney Garfield, San Francisco.

CHESAPEAKE & OHIO RAILWAY Co., 406 Terminal Tower, Cleveland, transportation. Adv. Exec.: Walter S. Jackson. Agency: Robert Conahay Adv., New York. Acct. Exec.: Robt. S. Conahay.

THE CHESAPEAKE & POTOMAC TELEPHONE Co., 725 13th St., N. W., Washington, D. C., telephone service. Agency: N. W. Ayer & Son, Philadelphia. Acct. Exec.: T. Beverley Keim.

CHESEBROUGH Mfg. Co., 17 State St., New York, Vaseline products. Adv. Exec.: Albert B. Richardson. Agencies: McCann-Erickson, New York; J. Walter Thompson Co., New York; Cayton Adv., New York; Cockfield-Brown, Montreal; Noyes-Sproul, New York.

CHEVROLET MOTOR DIV., General Motors Corp., General Motors Bldg., Detroit, Chevrolet passenger cars, trucks. Adv. Exec.: W. G. Power. Agency: Campbell - Ewald, Detroit. Acct. Exec.: H. G. Little.

CHICAGO, BURLINGTON & QUINCY RAILROAD, 547 W. Jackson Blvd., Chicago. Agency: Reincke, Meyer & Finn, Chicago. Acct. Exec.: J. J. Finn.

THE CHICAGO DAILY NEWS, Daily News Plaza, Chicago, newspaper. Adv. Execs.: L. F. Beiderman and A. Torsell. Agency: Patton, Hagerty & Sullivan, Chicago. Acct. Exec.: Walter H. Hagerty.

CHICAGO ELECTRIC Mfg. Co., 6333 W. 65th St., Chicago, Handyhot portable washers, electric appliances; Handyfreeze electric ice cream freezers and fans. Agency: Buchanan Co., Chicago. Acct. Exec.: Robert Potter.

CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RAILROAD, 516 W. Jackson Blvd., Chicago., railroad transportation. Agency: Roche-Williams-Cleary, Chicago. Acct. Exec.: J. V. Gilmour.

CHICAGO & NORTH WESTERN RAILWAY, 400 W. Madison St., Chicago. Adv. Exec.: Raymond P. Schaffer. Agency: The Caples Co., Chicago. Acct. Exec.: R. A. Hansen.

CHICAGO ROLLER SKATE Co., 4406-4458 W. Lake St., Chicago, Ill., roller skates; rubber tire wheels. Agency: C. J. Ollendorf Adv., Chicago.

CHICAGO & SOUTHERN AIR LINES Inc., Municipal Airport, Memphis, Tenn., air travel, mail and cargo. Agency: Laughlin - Wilson - Baxter & Persons, Memphis. Acct. Exec.: E. M. Richards.

CHICAGO TITLE & TRUST Co., 111 W. Washington St., Chicago, real estate titles and trusts. Agency: Earle Ludgin & Co., Chicago.

CHICAGO TRIBUNE, 435 N. Michigan Ave., Chicago, newspaper. Adv. Exec.: C. E. McKittrick. Agencies: N. W. Ayer & Son, Chicago. Acct. Exec.: Norman Bankart. Burnet-Kuhn Adv., Chicago. Acct. Exec.: Frank Woods.

CHICAGO WESTERN Corp., 4119 W. Grand St., Chicago, Pinafore chicken. Agency: Phil Gordon Adv., Chicago. Acct. Exec.: Phil Abrams.

CHILDREN'S RECORD GUILD, 27 Thompson St., New York, children's phonograph records. Agencies: Maxwell Sackheim & Co., New York. Acct. Exec.: Lester Wunderman; Huber Hoge, New York.

CHIN & LEE Co. Inc., 123 Bank St., New York, chow mein, Chinese dinner, chop suey, fried noodles, soy sauce. Agency: Kastor - Farrell - Chesley - Clifford, New York.

CHIPMAN CHEMICAL Co. Inc., Bound Brook, N. J., insecticides, fungicides, weed killers. Adv. Exec.: G. W. Case. Agency: Paul M. Healy Adv., Montclair, N. J.

CHOCOLATE PRODUCTS Co., 415 W. Scott St., Chicago, Stillicious chocolate drink, Kayo chocolate drink, chocolate ice cream coatings. Agency: Melamed-Hobbs Co., Minneapolis. Acct. Exec.: Louis Melamed.

THE CHRISTIAN SCIENCE PUBLISHING SOCIETY, One Norway St., Boston, The Christian Science Monitor newspaper. Adv. Exec.: M. Alvah Blanchard. Agencies: Harold Cabot Adv., Boston; Walton Butterfield, New York; A. W. Ellis, Norwalk, Conn.

CHRISTIE, BROWN & Co. Ltd., 202 King St., East Toronto, biscuits. Agency: MacLaren Adv., Toronto.

CHRISTMAS CLUB, 230 Park Ave., New York, Christmas club. Agency: Brooke, Smith, French & Dorrance, New York. Acct. Exec.: H. Pengel.

CHRISTY CHEMICAL Corp., 21 Putnam Lane, Worcester, Mass., Drygas anti-freeze. Agency: Humbert-Jones, New York. Acct. Exec.: R. C. Jones.

CHRYSLER SALES Div., Chrysler Corp., 12,200 E. Jefferson Ave., Detroit, Chrysler Windsor, Windsor Deluxe, Saratoga, Chrysler New Yorker, Chrysler Imperial, Crown Imperial. Agency: McCann-Erickson, Detroit. Acct. Exec.: Paul Holder.

CHUNK - E - NUT PRODUCTS Co. of PITTSBURGH Inc., 2908 Smallman St., Pittsburgh, Pa., Chunk-E-Nut peanut butter, vacuum packed peanuts, nutmeats. Agency: C. J. LaRoche, New York.

EDMUND T. CHURCH Co. Inc., 902 Broadway, New York, men's sportswear. Adv. Exec.: David A. Church. Agency: Zlowe Co., New York.

CHURCH & DWIGHT Co. Inc., 70 Pine St., New York, Arm & Hammer Brand, Cow Brand baking soda. Adv. Exec.: P. F. Curran. Agencies: J. Walter Thompson Co., New York (Arm & Hammer & Cow Brand baking soda); Brooke, Smith, French & Dorrance, New York (Arm & Hammer concentrated sal soda).

CINCH PRODUCTS Inc., 4540 W. Colorado Blvd., Los Angeles, Cinch cake and corn bread mixes. Agency: Elwood J. Robinson Adv., Los Angeles. Acct. Exec.: Mel Jensen.

CINCY PRODUCTS Co., 2817 Highland Ave., Cincinnati, wall paper cleaner. Agency: The Ralph H. Jones Co., Cincinnati.

CITATION HAT Co., 2330 W. Cermak Rd., Chicago, Citation hats.

CITRUS PRODUCTS Co., 11 East Hubbard St., Chicago, Ill., Kist beverages; Chocolate Soldier chocolate drink, Plus 4, Blue Bird and Century beverage bases. Agency: Schwimmer & Scott, Chicago. Acct. Exec.: C. Lilienfeld.

CITIES SERVICE Co., 60 Wall St., New York. Agency: Ellington & Co., New York. Acct. Exec.: C. L. Landon.

CITIZENS NATIONAL TRUST & SAVINGS BANK OF LOS ANGELES, 457 S. Spring St., Los Angeles, banking and trust department services. Agency: Hixson-Jorgensen, Los Angeles.

CITY OF ATLANTIC CITY, Convention Hall, Atlantic City, N. J., resort. Agency: Dorland Adv., Atlantic City, N. J. Acct. Exec.: Edward Wallis.

CITY PRODUCTS Corp., 33 S. Clark St., Chicago, ice cream, dairy products, beer, cold storage, ice, fuel and refrigerators. Adv. Exec.: T. J. Beck. Agency: Cruttenden-Egar Adv., Chicago. Acct. Exec.: Leon H. Lewis.

CLARIDGE FOOD Co. Inc., 41-23 Murray St., Flushing, N. Y., canned meats, hamburgers, meat balls, spaghetti sauce, hash, frankfurters, luncheon meat. Agency: Al Paul Lefton Co., New York.

CLARIDGE HOTEL, Indiana Ave. & Park L. & Boardwalk, Atlantic City, N. J. Adv. Exec.: Ada Taylor. Agency: Dorland Adv., Atlantic City. Acct. Exec.: E. A. Wallis.

HOTEL CLARIDGE Inc., 109 N. Main St., Memphis, Tenn. Agency: Warren Billingsley, Memphis.

CLARK BROTHERS CHEWING GUM Co., Merchant St. N. S., Pittsburgh, Pa., Tendermint, Freshmint chewing gum. Adv. Exec.: Chas. Clark. Agency: McCann-Erickson, New York.

CLASSIC PRODUCTS Co., 130 W. 26 St., New York, Canasta play kits, The 100 Puzzle plastic. Agency: Ritter, Sanford & Price, New York.

CLEAN HOME PRODUCTS Inc., 2029-33 Clybourn St., Chicago, Apex moth products and Vapair room deodorant. Agency: Al Paul Lefton Co., Chicago.

CLEAN PRODUCTS Co., 815 E. Mound St., Columbus, Clean wallpaper cleaner. Agency: Byer & Bowman, Columbus. Acct. Exec.: R. Testement.

CLEARSITE LABS, 916 Forbes St., Pittsburgh, Pa., Clearsite chemically treated cloth for fogproofing. Adv. Exec.: T. A. O'Leaty. Agency: John R. C. Williams.

CLEVELAND & BUFFALO STEAMSHIP Co., 333 N. Michigan Ave., Chicago, steamships. Agency: Filmore Co., Chicago. Acct. Exec.: Edith A. Tucker.

THE CLEVELAND ELECTRIC ILLUMINATING Co., 75 Public Square, Cleveland, promotional advertising. Agency: D'Arcy Adv., Cleveland. Acct. Exec.: V. L. Fladager.

CLEVELAND - SANDUSKY BREWING Corp., 2764 E. 55th St., Cleveland, beer and ale (S). Adv. Exec.: Kenneth Sleds. Agency: H. Grider Adv., Cleveland. Acct. Exec.: Jack Barker.

CLICQUOT CLUB Co., Millis, Mass., Clicquot Club pale dry and golden ginger ales, sparkling water. Agency: Frank Weston Adv., Providence, R. I.

CLUB ALUMINUM PRODUCTS Co., 1250 Fullerton Ave., Chicago, waterless cookware, coffee dispensers and hand crafted glassware (N). Adv. Exec.: Charles E. Anderson. Agency: The Buchen Co., Chicago. Acct. Exec.: Joe Caro.

CLUETT, PEABODY & Co. Inc., 10 E. 40th St., New York, Arrow collars, shirts, ties, handkerchiefs, underwear, sport shirts. Adv. Execs.: G. A. Phillips and G. A. Steers. Agency: Young & Rubicam, New York.

CLYDE BEATTY CIRCUS, 837 Micheltorena, Los Angeles, circus (S). Adv. Exec.: Norman Carroll.

COASTAL LABORATORIES Inc., 98 N. E. 73 St., Miami, Fla., Sul-Spa for arthritis. Agency: Chambre Adv., Miami.

THE COCA-COLA Co., 515 Madison Ave., New York, Coca-Cola. Agency: D'Arcy Adv., New York.

COHN-GOLDWATER Mfg. Co., 525 E. 12th St., Los Angeles, Palmdayl shirts, sports wear, Boss work clothes. Agency: Hixson-Jorgensen, Los Angeles.

COKER'S PEDIGREED SEED Co., Hartsville, S. C., seeds. Adv. Exec.: J. W. Talbert.

C. B. S.-COLUMBIA Inc., 170 53rd St., Brooklyn, New York, radio, television and wire recorders. Agency: Bennett, Walther & Menadier, New York.

JOHN A. COLBY & SONS, 129 N. Wabash St., Chicago, household furnishings. Adv. Exec.: George A. Hossack. Agency: Welsey Aves, Grand Rapids, Mich.

COLE HOT BLAST Mfg. Co., 3817 S. Racine Ave., Chicago, gas, oil coal and wood heating stoves. Adv. Exec.: A. F. Wedderspoon. Agency: Symonds, MacKenzie & Co., Chicago.

COLDEN Mfg. Co., 71 Bruen St., Newark, N. J., URI-SIST #716 baby crib mattress. Agency: Richard & Gunther, New York. Acct. Exec.: Frank Barth.

THE COLEMAN Co., 2nd & St. Francis St., Wichita, Kan., Coleman gasoline lanterns, irons, burners, trailer heaters and camp stoves; gas and oil heaters, oil, gas and LP gas floor furnaces; Blend-Air oil and gas heating plants. Adv. Exec.: A. W. Boyer. Agencies: N. W. Ayer & Son, Philadelphia, Pa. (major appliances); Potts - Turnbull, Kansas City (small appliances). Acct. Exec.: Irving Lauderdale.

COLGATE - PALMOLIVE - PEET Co. Ltd., 64 Colgate Ave., Toronto, Fab, Colgate dental cream, Halo, Palmolive shaving cream and Palmolive soap (N) (S). Adv. Exec.: R. E. Jones. Agencies: Spitzer-Mills Ltd., Toronto, Acct. Exec.: S. R. Charles (Vel, Lustre Cream, Colgate Chlorophyll toothpaste and Colgate beauty soap); H. E. Foster Ave., Toronto: Acct. Exec.: R. A. Cauley (Ajax, Super Suds, Colgate shaving cream, Veto, and Palmolive shampoo); L. S. Heagerty Adv., Toronto: Acct. Exec.: L. S. Heagerty. Cashmere Bouquet soap and cosmetics (N) (S). Agency: Grant Adv., Toronto: Acct. Exec.: S. Wren.

COLLEGE INN FOOD PRODUCTS Co., 4301 S. Ashland Ave., Chicago, tomato juice cocktail, boned chicken, chicken a la king. Agency: Weiss & Geller, Chicago. Acct. Exec.: Bernard Gross.

P. F. COLLIER & SON, 640 Fifth Ave., New York, books. Agency: Kudner Agency, New York.

HAL COLLINS Co., Box 95, Dallas, Tex., Bakers hair tonic, shampoo. Agency: Simmonds-Simmonds, Dallas, Tex. Acct. Exec.: P. J. Crandall.

COLONIAL AIRLINES Inc., 230 Park Ave., New York. Agency: Hilton & Riggio, New York.

COLONIAL BAKING Co., 4410 Gravois St., St. Louis, bread products. Adv. Exec.: W. H. Williams. Agency: Herrod Adv., St. Louis.

COLONIAL DAMES Inc., 4652 Hollywood Blvd., Hollywood, Calif., Colonial Dames, Campus cosmetics, Bachelor Button for men. Adv. Exec.: Ruth Falkerrich.

COLONIAL PROVISION Co. Inc., 128 Cross St., Boston, Colonial Master smoked shoulders. Adv. Exec.: Samuel Rabinowitz. Agencies: Arnold & Co., Boston. Acct. Exec.: Arnold Z. Rosoff.

COLONIAL STORES Inc., Norfolk, Va., Our Pride bread, rolls and cakes; Gold and Silver Label coffee; CS canned fruits and vegetables. Agency: Liller, Neal & Battle, Atlanta, Ga. Acct. Exec.: C. K. Liller.

COLORADO BREWING Corp., 240 N. Convent St., Trinidad, Col., Colorado Three Star beer.

THE COLORADO FUEL & IRON Corp., Continental Oil Bldg., Denver, wire and wire products, card clothing, metal conveyor belts, industrial woven wire cloth, wire rope, springs and formed wire, automotive products, insect wire screening, hex mesh netting, hardware, cloth, door springs, gate springs, nails, brads, wire clothesline, realock chain link fence, electrically welded fabric, coke and coke by-products. Adv. Execs.: Harmon Davis and Robt. W. Brown. Agency: Doyle, Kitchen & McCormick, New York.

THE COLORADO MILLING & ELEVATOR Co., 620 Equitable Bldg., Denver, flour, feed and grain products. Adv. Exec.: Forrest G. Meyer. Agencies: Ed M. Hunter, Denver. Acct. Exec.: Ed M. Hunter; Arthur G. Rippe Adv., Denver. Acct. Exec.: V. Ewing.

COLORADO POTATO FLAKE & Mi Co., 1298 S. Broadway St., Denve Red Seal potato chips, vacuum packe shoestring potatoes. Agency: Curt Fre berger, Denver. Acct. Exec.: C. Freiberger.

COLORADO STATE ADV. & PU LICITY COMMITTEE, State Capit Bldg., Denver, Col. State of Colorad to tourists. Agencies: Galen E. Broyle Denver; Curt Freiberger Adv., Denve Max Goldberg Adv., Denver (winte sports and special radio prom.); Ed Hunter & Co., Denver (hunting an fishing prom.); Conner Adv., Denve (agriculture products prom.); Axelso Adv., Denver (industrial prom.).

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COLORIZER Assoc., 345 Western Ave., Chicago, paint color system (method of selecting and producing color). Agency: Arthur G. Rippey Adv., Denver. Acct. Exec.: V. Ewing.

COLT SHOES Inc., 657 Atlantic Ave., Boston, Mass., Foot-Balance and Kinetic shoes. Adv. Exec.: Irving S. Getz.

COLUMBIA BAKING Co., 375 Highland Ave., Atlanta, Ga., Southern bread and cake. Agency: Freitag Adv., Atlanta, Ga.

COLUMBIA BREWERIES, P. O. Box 1517, Tacoma, Wash., Alt Heidelberg beer, Columbia ale. Agency: Howard J. Ryan & Son, Seattle.

COLUMBIA BROADCASTING SYSTEM Inc., 485 Madison Ave., New York. Agency: McCann-Erickson, New York. Acct. Exec.: Arthur Kemp.

COLUMBIA DIAMOND RINGS DIV. of Axel Bros. Inc., 21-10 49th Ave. Long Island City, N. Y., Columbia diamond rings. Adv. Exec.: Arthur M. Hollis. Agency: Gramercy Adv., New York. Acct. Exec.: Maurice Goldberger.

COLUMBIA PICTURES Corp., 729 7th Ave., New York, motion pictures. Adv. Exec.: John Cunningham. Agency: Weiss & Geller, New York.

COLUMBIA RECORDS Inc., 1473 Barnum Ave., Bridgeport, Conn., Columbia Masterworks of popular records. Adv. Exec.: Albert B. Earl. Agency: McCann-Erickson, New York. Acct. Exec.: Arthur J. Kemp.

COLUMBIA TOBACCO Co. Inc., 601 W. 26th St., New York, Du Maurier cigarettes. Agency: Anderson & Cairns, New York. Acct. Exec.: H. A. Thompson.

MAURICE L. CONDON Co. Inc., 270 Ferris Ave., White Plains, N. Y., Boatlife plastic finish and boat lumber. Agency: Grant-Wadsworth, New York.

CONGRESS CIGAR Co., 647 Fifth Ave., New York, La Palina cigars. Agency: Schwimmer & Scott, Chicago.

CONMAR PRODUCTS Corp., 140 Thomas St., Newark, N. J., Conmar slide fasteners. Agency: William H. Weintraub, New York. Acct. Exec.: James Eysler.

CONRO Mfg., 615 N. Good St., Dallas, Tex., jeans, overalls, dungarees. Agency: Glenn Adv., Dallas, Tex. Acct. Exec.: Arnold C. Shaw.

CONSOLIDATED CIGAR Corp., 67 W. 44th St., New York, Dutch Masters and Harvester cigars. Agency: Erwin, Wasey & Co., New York.

CONSOLIDATED COSMETICS, 30 W. Hubbard St., Chicago, Ill., lanolin plus liquid, hand lotion, cleansing cream for dry skin, lanolin plus for the hair, shampoo, superfatted soap; Dr. Health's denture adhesive; Spic deodorant pads; deodorant powder. Agency: Tim Morrow Adv., Chicago.

CONSOLIDATED DAIRY PRODUCTS Co., 635 Elliott Ave. W., Seattle. Darigold evaporated milk, butter, cheese, milk powder. Agency: Mac Wilkins, Cole & Weber, Portland, Ore.

CONSOLIDATED FREIGHTWAYS Inc., 2029 N. W. Quimby St., Portland, Ore., motor truck freight service. Adv. Exec.: Rod Adair. Agency: Simon-Smith, Portland, Ore. Acct. Exec.: Chan Clarkson.

CONSOLIDATED ROYAL CHEMICAL Corp., 657 S. Chicago Ave., Chicago, Peruna, Velure hand lotion, Kolor Bak, Acidine, Calocide, Lee's Crea Lyptos, Radio Girl perfume and powder, Krank's toiletries, Zymole Trokeys, Yeast Foam tablets, Hamlin's Wizard oil, turpo, Mar-O-Oil shampoo, Spray-a-Wave hair set, lotion and shampoo. Agency: Ruthrauff & Ryan, Chicago (Krank's shave kreem, Mar-O-Oil shampoo and Kolor Bak and Spray-A-Wave products).

HOTEL CONTINENTAL, 106 W. 11th St., Kansas City. Adv. Exec.: R. E. McEachin. Agency: R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: Ed Warner.

CONTINENTAL AIR LINES Inc., Stapleton Airfield, Denver, Col., air transportation. Agency: Galen E. Broyles, Denver. Acct. Exec.: Robt. B. McWilliams.

CONTINENTAL BAKING Co., 630 Fifth Ave., New York, Wonder bread and Hostess cake (N) (S). Adv. Exec.: Lee Mack Marshall. Agency: Ted Bates & Co., New York. Acct. Exec.: Walker G. Everett.

CONTINENTAL OIL Co., 1000 S. Pine St., Ponca City, Okla., Conoco motor oil and gas (S). Adv. Exec.: W. A. Morgan. Agency: Benton & Bowles, New York. Acct. Exec.: Jack Reeder.

CONTINENTAL TRAILWAYS BUS SYSTEM, 315 Continental Ave., Dallas, Tex., bus service. Agency: Lannan-Sanders, Dallas, Tex. Acct. Execs.: George S. Lannan and R. E. Stuart.

COMET RICE MILLS, 1600 Cedar St., Beaumont, Tex., Comet rice. Agency: Leche & Leche, Dallas, Tex. Acct. Exec.: Miles F. Leche.

COMETTE HOSIERY MILLS, New Braunfels, Tex., Comette nylons. Agency: Glenn Adv., Dallas, Tex. Acct. Exec.: Ward Wilcox.

COMMANDER - LARABEE MILLING Co., 525 Twenty W. 9th St., Kansas City, Sunfed, Larabee's Best, Airy Fairy. Agency: William-Martin, Minneapolis. Acct. Exec.: Larry Williams.

COMPAGIE PARISIENNE, 107 Burr Rd., San Antonio, Tex., Rhodius perfumes. Agency: Shaffer-Brennan-Margulis, St. Louis. Acct. Exec.: S. I. Rosenfeld.

W. H. COMSTOCK Co. Ltd., Morristown, N. Y., Morses pills, Comstock's liniment. Agencies: Foreign Adv., New York; Tandy Adv., Toronto.

COMSTOCK CANNING Corp., 203 W. Miller St., Newark, N. J., pie sliced apples. Agency: Leo Burnett Co., Chicago. Acct. Exec.: Howard H. Bede.

CONSOLIDATED EDISON CO. OF NEW YORK Inc., 4 Irving Pl., New York, gas, steam and electrical service. Agency: BBDO, New York.

CONSOLIDATED PRODUCTS Co., 119 N. Washington St., Danville, Ill., semi-solid emulsion, semi-solid pig emulsion, Kaff-A semi-solid chick emulsion, sparx-barx-pex. Adv. Exec.: F. A. South. Agency: Dancer - Fitzgerald - Sample, Chicago.

COOK CHEMICAL Co., 935 N. Wabash St., Kansas City, Real-Kill bug-killer, stock and barn insect killer, chlordane emulsion concentrate. Adv. Exec.: Leonard E. Juengling. Agency: Philip E. Lindsay Adv., Kansas City.

F. W. COOK Co. Inc., 11 N. W. 7th St., Evansville, Ind., Cook's Goldblume beer, Cook's 500 ale. Agency: Pollyea Inc., Terre Haute, Ind.

MAX COOK SPORTING GOODS Co., 1608 Glenarm St., Denver, Col., sporting goods. Adv. Exec.: Harold Cook. Agency: Ted Levy Adv., Denver.

COOK PAINT & VARNISH Co., 14th & Knox Sts., Kansas City, Mo., paint products, wallpapers and accessories. Adv. Exec.: C. O. Bratten Jr. Agencies: R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: J. B. Woodbury.

THOS. COOK & SON Inc., 587 Fifth Ave., New York, travel. Agency: Cunningham & Walsh, New York.

COOLTAN Inc., 247 Park Ave., New York, Cooltan sun lotion. Agency: Focte, Cone & Belding, New York. Acct. Exec.: B. David Kaplan.

THE COOPER-BESSEMER Corp., N. Sandusky St., Mt. Vernon, Ohio, gas, gas-diesel and diesel engines; engine and motor driven gas and air compressors; liquid pumps for gas transmission, refinery, marine and general industrial power plants. Adv. Exec.: E. R. Bonnist. Agency: Griswold-Eshleman Co., Cleveland. Acct. Exec.: R. S. Warren.

THE O. A. COOPER Co., Humboldt, Neb., feeds (S). Adv. Exec.: Guy Cooper Jr. Agency: Universal Adv., Omaha. Acct. Exec: Millard Rosenberg.

COOPER TIRE & RUBBER Co., Lima & Western Aves., Findlay, Ohio, tires, tubes, accessories. Adv. Exec.: Warren Whiting. Agency: Mumm, Mullay & Nichols, Columbus. Acct. Exec.: H. W. Amburn.

COOPER WELLS & Co., St. Joseph, Mich., Admiration hosiery. Adv. Exec.: Kenneth I. Wallis. Agency: M. E. Recu Adv., Chicago.

COPPER BRITE Inc., 1109 N. Poinsette Pl., Los Angeles, metal polish. Agency: Davis Co., Los Angeles. Acct. Exec.: Roland E. Jacobson.

COOPERATIVE GRANGE LEAGUE FEDERATION EXCHANGE Inc., Ithaca, N. Y., feeds, seeds, fertilizers and farm equipment.

THE CORN KING Co., 700 16th N. E., Cedar Rapids, Iowa, Corn King mineral feed, disinfectants, insecticides, livestock and poultry remedies.

CORN PRODUCTS REFINING Co., 17 Battery Pl., New York, Karo table corn syrup; Mazola salad and cooking oil; Kingsford and Duryea's corn starch; Kre-Mel puddings; Argo and Linit laundry starch, Niagara cold water starch. Adv. Exec.: Wm. E. Hecht. Agency: C. L. Miller Co., New York.

ADOLPH COORS Co., Golden, Col., Coors beer, malted milk. Adv. Exec.: Paul G. Reeves. Agency: MacGruder-Bakewell-Kosta, Denver.

THE COOTER Co., 308 W. Washington St., Chicago, Ill., food products, soap, cleansers. Adv. Exec.: C. L. Pankratz. Agency: C. L. Miller Co., Chicago. Acct. Exec.: Irving M. Tuteur.

COSMETICS DISTRIBUTORS Inc., 257 Cornelison Ave., Jersey City, N. J., Minipoo dry shampoo. Adv. Exec.: G. J. Abrams. Agency: The Joseph Katz Co., New York. Acct. Exec.: Nat Wildman.

E. J. COSSMAN & Co., 1003 Pennsylvania Ave., Pittsburgh, Pa., Wild West toys.

COTT BEVERAGE Corp., 197 Chatham St., New Haven, Conn., beverages. Agency: John C. Dowd Inc., Boston.

COTTON PRODUCTS Co. Inc., Opelousas, La., Lou Ana shortening, salad oil. Adv. Exec.: J. P. Doherty.

G. N. COUGHLAN Co., 29 Spring St., West Orange, N. J., chimney sweep soot destroyer, De-moist (Desiccant), Bean-X, slice king, pantastic and process 33 paint brush cleaner. Adv. Exec.: C. H. Wulf. Agency: Lewin, Williams & Saylor Inc., Newark, N. J. Acct. Exec.: Richard Gulick.

COYNE ELECTRICAL SCHOOL Inc., 500 S. Paulina St., Chicago, resident courses in electricity, radio, television. Agencies: Gordon Best Adv., Chicago. Acct. Exec.: Roy Kirtland (electrical and radio schools); Phil Gordon Adv., Chicago. Acct. Exec.: Phil Gordon (books).

CRAWFORD'S Inc., 1013 Walnut St., Kansas City, maternity apparel. Agency: Allmayer-Fox Inc., Kansas City. Acct. Exec.: Elinor Fox.

CRAG PRODUCTS Inc., 744 Broad St., Newark, N. J., Model-Weld hobby cement. Agency: Franklin Fader Co., Newark, N. J. Acct. Exec.: Franklin Fader.

CRAWFORD CLOTHES Inc., 34-02 Queens Blvd., Long Island City, N. Y., men's clothes. Adv. Exec.: Harold Kane. Agency: Al Paul Lefton Co., New York. Acct. Exec.: Milton S. Gladstone.

THE CREAM OF WHEAT Corp., 730 Stinson Blvd., Minneapolis, Cream of Wheat. Agencies: BBDO, Minneapolis. Acct. Exec.: Edward Cashin; Robert Otto & Co., New York.

CRESCENT ELECTRIC SUPPLY Co., 200 S. Main St., Dubuque, Iowa, radio-TV appliances and houseware. Adv. Exec.: Ray F. Fessler. Agency: W. D. Lyons Co., Cedar Rapids, Iowa. Acct. Exec.: Bill Munsell.

CREST SPECIALTY, NOT Inc., 663 W. Washington Blvd., Chicago, Spiffy collar stay downs, reel pipe cleaners, extension tyracks; Crest plastic linoleum binding; Baby Dinette baby feeding set; Crest plastic shelf edging, baby feeding set, plastic ash trays and gift sets. Agency: Edward A. Grossfeld & Staff Chicago. Acct. Exec.: A. E. Grossfeld.

THE CRETE MILLS, Crete, Neb., wheat flour, pancake flour, cereals, corn meal, corn grits, Victor poultry and stock feeds. Agency: R. A. Moritz Adv., Davenport, Iowa.

CRIBBEN & SEXTON Co., 680 N. Sacramento Blvd., Chicago. Universal gas ranges. Agency: Christiansen Adv., Chicago.

THE CROFT BREWING Co., 165 Terrace St., Boston, Croft Cream Ale and Gamecock ale.

CROSLEY DIV.-AVCO Mfg. Corp., 1329 Arlington St., Cincinnati, radio, TV and appliances. Adv. Exec.: G. E. Simons. Agency: Benton & Bowles Inc., New York. Acct. Exec.: Neal Nyland.

CROSS CANADA SALES, 106 Adelaide St. W., Toronto, Cross-Tarch plastic starch. Agency: Tandy Co., Toronto. Acct. Exec.: W. H. Wilkes.

THE CROSSE & BLACKWELL Co., 6801 Eastern Ave., Baltimore, Crosse & Blackwell food products, liquors. Adv. Exec.: T. J. Finucan. Agencies: Van-Sant-Dugdale & Co., Baltimore; Emery Adv., Baltimore (liquors).

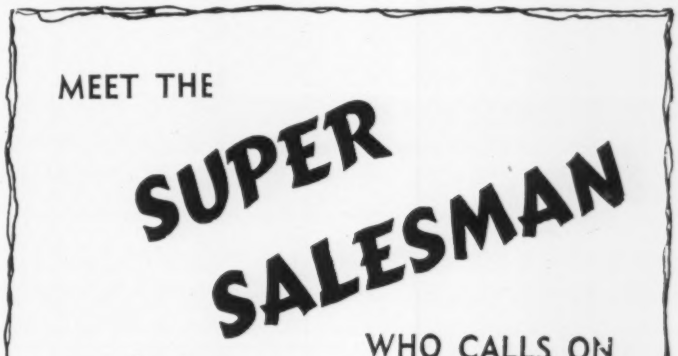
CROSSLAND Mfg. Co., 2294 Albion St., Toledo, mothproofing products, rug shampoos, water repellents and detergents. Agency: Miller Co., Toledo.

CROWN BROILER Co., 2330 Fifth Ave., New York. Crown infra-red broilers. Agency: Zlowe, New York.

B. T. CRUMP Co. Inc., Richmond, Va., hassocks, set covers, harness, etc. Agency: Lindsay Co., Richmond, Va. Acct. Exec.: T. M. Curtis.

CUBBISON MELBA TOAST & CRACKER Co., 3419 Pasadena Ave., Los Angeles, Melba Toast, Melbetts, Zwieback, Vegetized Toast, Dunkerettes, Soya Toast, wheat germ toast, soya

(Continued on page 420)



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crackers, wheat soda crackers, Hollywood Cup. Agency: Larry Raymond Adv., Los Angeles. Acct. Exec.: Larry Raymond.

THE CUDAHY PACKING Co., 33d & O Sts., Omaha, Neb. (S). Adv. Exec.: L. G. Tremblay. Agency: Grant Adv., Chicago.

CUE PUBLISHING Co. Inc., 6 E. 39th St., New York, Cue magazine. Agency: Will Burgess & Co., New York.

THE CUMBERLAND BREWING Co., 711 N. Center St., Cumberland, Md., Old Export beer. Adv. Exec.: J. H. Stitely. Agency: Harry Feigenbaum Adv., Philadelphia. Acct. Exec.: Leonard Schoor.

GILBERT CUMMINS & Co. Inc., 2800 Frederick Ave., Baltimore, Cummins silver polish. Agency: I. A. Goldman Adv., Baltimore.

JAMES CUNNINGHAM SON & Co., 13 Canal St., Rochester, N. Y., trailer toilets and government contracts. Adv. Exec.: P. F. Cunningham. Agency: Bruce Aldon Adv., Rochester, N. Y.

CUPRINOL DIV., Darworth Inc., Simsbury, Conn. Cuprinol wood, rope, fabric preservatives. Agency: J. C. Bull Co., New York. Acct. Exec.: R. A. Gibney.

CURTICE BROTHERS Co., 155 W. Main St., Rochester, N. Y., Blue Label ketchup, canned and frozen vegetables, tomato juice cocktail. Adv. Exec.: F. J. Miller. Agency: Chambers-Wiswell, Boston. Acct. Exec.: Geo. C. Wiswell.

CURTIS PUBLISHING Co., Independence Square, Philadelphia, The Saturday Evening Post, Ladies' Home Journal, Country Gentleman, Holiday, Jack & Jill. Agencies: BBDO, New York (S. E. P. and Holiday); N. W. Ayer & Son, Philadelphia (Ladies' Home Journal). Acct. Exec.: L. Davis Jones. Lamb - Keen, Philadelphia (Country Gentleman). Acct. Exec.: J. O. Ellington.

CURTISS CANDY Co., 1101 Belmont Ave., Chicago, Baby Ruth, Butterfinger, Cocoanut Groves candies; Curtiss fruit drops, mints, Vutyid gum. Adv. Exec.: C. B. Lahon. Agency: C. L. Miller, Chicago. Acct. Exec.: I. M. Tuteur.

CURTISS-WRIGHT Corp., Wood-Ridge St., N. J., Wright aircraft engines, and Curtiss electric propellers. Agency: Chas. Dallas Reach Co., Newark, N. J. Acct. Exec.: D. G. Cutter.

CUTAWAY HARROW DIV., Orkil Inc., P. O. Box 208, Hartford, Conn., Clark Cutaway harrows, wonder diskers: Adv. Exec.: A. A. Medica. Agency: John B. Fairbairn Adv., Hartford, Conn. Acct. Exec.: John B. Fairbairn.

H. H. CUTLER Co., 120 Ionia Ave. S. W., Grand Rapids, Mich., Cuvver-Ups plastic aprons; infants wear; miscellaneous film items. Agency: Wesley Aves & Assoc., Grand Rapids.

CYMA WATCH Co., 608 Fifth Ave., New York, Cyma watches and clocks. Agency: Irving Berk Adv., New York.

CYNTHIA SWEETS Co., 16 New St. East, Boston, Cynthia sweets, Miss Cynthia, Foss, Chimney Corner chocolates. Adv. Exec.: Monroe L. Sharaf. Agency: Lasker-Riseman, Boston.

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D. F. S. LABORATORIES INC., 108 Washington St., Spokane, Wash., Dr. Sells golden emulsion. Agency: Devine-Bassard, Inc., Spokane. Acct. Exec.: H. D. King.

D-W-G CIGAR Corp., 2180 E. Milwaukee Ave., Detroit, El Verso, Durbonnet, Emerson and R. G. Dun cigars. Agency: Century Adv., Detroit.

DAD'S ROOT BEER Co., 2800 N. Talman Ave., Chicago, Dad's Old Fashioned root beer. Agency: Ross Roy Inc., Detroit. Acct. Exec.: Mark T. Martin.

DAGGETT CHOCOLATE Co., 400 Main St., Cambridge, Mass., Page & Shaw, Apollo, Walter M. Lowney and Daggett chocolates and candy. Adv. Exec.: F. L. Daggett. Agency: Harry M. Frost Co. Inc., Boston. Acct. Exec.: Karl M. Frost.

DAILEY PICKLE CANNING Co., Saginaw, Mich., Dailey's pickles. Agency: Herbert W. Frank Agency, Boston.

DAIRY ASSOCIATION Co., Depot St., Lyndonville, Vt., Kow Kare, Bag Balm, bag balm dilators. Adv. Exec.: Walter A. Myers. Agency: Hays Adv. Inc., Burlington, Vt.

DAIRYMEN'S LEAGUE CO-OPERATIVE Assn., 100 Park Ave., New York, Dairylea, Weckerle, Bartholomay milk, milk products and dried skim milk. Barlow Adv. Inc., Syracuse, N. Y. Acct. Exec.: E. S. Barlow.

THE DALLAS MORNING NEWS, Young & Houston Sts., Dallas, Tex., The Dallas Morning News, radio stations WFAA-AM-FM and Texas Almanac. Agency: Randall-Gay-Perry, Dallas, Tex. Acct. Exec.: James Randall.

DAMAR DISTRIBUTING Co., 22 Treat Pl., Newark, N. J., Damar household accessories and supplies. Agency: Maxwell Sackehim Inc., New York. Acct. Exec.: Lester Wunderman.

JOHN B. DANIEL Inc., 76 Central Ave., S.W., Atlanta, Ga., Pasadyne, Cheney's expectorant. Agency: Dillard Jacobs Agency, Atlanta, Ga.

DARLINGTON NURSERY OF PITTSBURGH, Beechwood Blvd. & Wilkins Ave., Pittsburgh, Pa., nursery stock. Agency: Wiltman-Callahan, Pittsburgh, Pa.

H. DAROFF & SONS Inc., 2320 Walnut St., Phila., Pa., Botany 500 clothes. Agency: Alfred J. Silberstein-Bert-Goldsmith Inc., New York. Acct. Exec.: Bert Goldsmith.

D'ARRIGO BROS. CO. OF MASS., 271 Market Terminal, Boston, Andy Boy Brand broccoli, Pasqual celery and chefs-salad. Agency: Ingalls-Miniter Co., Boston. Acct. Exec.: Robert F. O'Brien.

KAY DAUMIT Inc., 105 Husdon St., Jersey City, N. J., Lustre Cream shampoo and hair dressing. Agency: Lennen-Mitchell Inc., New York. Acct. Exec.: Gordon Cates.

THE H. B. DAVIS Co., Bayard & Severn Sts., Baltimore, paint products. Adv. Exec.: George V. Wise. Agency: H. W. Buddemeier Co., Baltimore.

DAWE'S PRODUCTS Co., 4800 So. Richmond St., Chicago, vitamin products, drug, bakery and feeds. Adv. Exec.: F. E. McBride. Agency: K. E. Shepard Inc., Chicago.

DAWN BIBLE STUDENTS Assn., East Rutherford, N. J., Frank & Ernest radio program.

DAWSON'S BREWERY Inc., 29 Brook St., New Bedford, Mass., Dawson's ale and beer. Agency: Bresnick Co., Inc., Boston.

DAY & NIGHT DIV., Affiliated Gas Equipment Co., 700 Royal Oaks Ave., Monrovia, Calif., gas water heaters, space heaters and electric water coolers. Adv. Exec.: Gene B. MacFarland. Agency: Hixon & Jorgenson Inc., Los Angeles. Acct. Exec.: Tyler MacDonald.

DAYLOR LABS., 551 S. Oxford St., Los Angeles, Dr. Day's dental plate liner. Agency: Earl R. Culp Co., Los Angeles. Acct. Exec.: E. R. Culp.

DAY'S TAILOR-D CLOTHING Inc., 2902 South A St., Tacoma, Wash., men's and boy's work and dress trousers and industrial uniforms. Adv. Exec.: Norman Runions. Agency: Gardner-Jacobson Inc., Tacoma, Wash. Acct. Exec.: George Gardner.

THE DAYTON BREAD Co., 913 So. Patterson Blvd., Dayton, Miami Maid bread. Agency: Hutzler Adv. Inc., Dayton. Acct. Exec.: H. H. Hutzler.

THE DAYTON Co., 7th & Nicolett Ave., Minneapolis, fashions. Adv. Exec.: Joseph Witmer. Agency: Nelson-Willis Inc., Minneapolis.

DAYTON RUBBER Co., Riverview Ave., Dayton, tires, tubes, belts, printers' rollers, textile spinning cots and loom supplies and foam rubber products. Agencies: Geyer-Newell-Ganger Inc., New York; Allnan Co., Detroit (Thorobred truck & pass. tires).

DAYTONA BEACH CHAMBER OF COMMERCE, Chamber of Commerce Bldg., Daytona Beach, Fla., summer and winter resort. Agency: Bacon-Hartman-Vollbrecht, St. Augustine, Fla. Acct. Exec.: Milton Bacon.

D'CON Corp., 112 E. Walton St., Chicago, insecticides, rat poisons, cesspool equipment and outdoor products. Adv. Exec.: Alvin Eicoff. Agencies: Marfree Adv., Chicago; Ruthrauff & Ryan, Chicago.

DEAN STUDIOS, 211 7th St., Des Moines, Iowa, agents wanted. Agency: Lessing Adv. Co., Inc., Des Moines. Acct. Exec.: Roy Flynn.

DEARBORN STOVE Co., 1700 W. Commerce St., Dallas, Tex., stoves and coolers. Adv. Exec.: C. K. Foslein. Agency: Rogers & Smith, Dallas. Acct. Execs.: Wilson Goss and Randall E. Brooks.

DECCA RECORDS Inc., 50 W. 57th St., New York, Decca records. Agency: Cunningham & Walsh Inc., New York.

DECORATIVE CABINETS Corp., 261 5th Ave., New York, E-Z-DO wardrobes, chests and closet accessories. Adv. Exec.: Jay Gubitz. Agency: Reiss Adv., New York. Acct. Exec.: Joseph Reiss.

DEEP ROCK OIL Corp., 616 S. Mich. Ave., Chicago, Deep Rock petroleum products. Adv. Exec.: W. J. Fuchs. Agency: Winius-Brandon Co., St. Louis, Mo.

DEEPWATER SEA FOODS Inc., Boothbay Harbor, Me., live lobsters. Agency: R. Neily Assoc. Inc., Boothbay Harbor.

DeFORREST'S TRAINING Inc., 2533 N. Ashland St., Chicago, home study and residential school in radio, industrial electronics, television. Adv. Exec.: C. C. Hammack. Agency: George F. Florey Inc., Chicago.

DEJUR-AMSCO Corp., 45th & Northern Blvd., Long Island City, N. Y., exposure meters, enlargers, cameras and projectors. Adv. Exec.: Edward Bassuk. Agency: Grey Adv. Inc., New York. Acct. Exec.: David L. Rand.

DE KALB AGRICULTURAL Assn. Inc., De Kalb, Ill., hybrid seed corn. Adv. Exec.: Leo B. Olson. Agency: Western Adv. Inc., Chicago. Acct. Exec.: Paul W. Limerick.

DELAWARE & HUDSON RAILROAD, Plaza, Albany, N. Y., travel. Agencies: Albert Woodley Co., New York; Hevenor Adv., Albany. McKim Adv. Ltd., Montreal, Can.

DELAWARE, LACKAWANNA & WESTERN COAL Co., 120 Broadway St., New York, Blue coal, Glen Alden coal. Adv. Exec.: William Englehart Jr. Agencies: Ruthrauff & Ryan Inc., New York. Acct. Exec.: Edward Simons; Vickers-Benson Ltd., Montreal, Can.

DELCO APPLIANCE DIV., General Motors Corp., 391 Lyell Ave., Rochester, N. Y., Delco-Heat (automatic heating equipment for oil or gas), Delco water systems (deep well pumps, shallow well pumps, jet pumps) and Delco appliance electric motors. Agency: Foote, Cone & Belding, Chicago. Acct. Exec.: E. W. Fish.

HOTEL - DELMONICO, 502 Park Ave., New York. Agency: Koehl, Landis & Landan, New York.

DELTA AIR LINES Inc., Municipal Airport, Atlanta, Ga., air transportation (S). Adv. Exec.: James H. Cobb Jr. Agency: Burke Dowling Adams, Atlanta. Acct. Exec.: B. D. Adams.

DELTA CHEMICAL Mfg. Co., Western Ave. & Washington Blvd., Baltimore. Deltox cleanser, bleacher. Agency: Frank D. Webb Inc., Baltimore.

DENALAN Co. Inc., 973 Page St., San Francisco, Denalan dental plate cleanser. Agency: Rhoades & Davis, San Francisco. Acct. Exec.: Robert Davis.

THE GEORGE D. DENNISON Co., 350 Fifth Ave., New York. Dennison lingerie. Agency: Leonard Gussow, James Hyman Adv., New York.

DENNISON'S FOODS, 9957 Medford Ave., Oakland, Calif., Dennison's food products. Agency: Biow Co. Inc., San Francisco.

THE DENVER & RIO GRANDE WESTERN RAILROAD Co., Rio Grande Bldg., Denver, Col., railroad transportation. Adv. Exec.: C. T. Sills. Agency: Axelsen Adv., Denver. Acct. Exec.: Thos. H. Axelsen.

DEPARTMENT OF COMMERCE, COMMONWEALTH OF PENN., Room 129 Main Capitol, Harrisburg, Pa., industrial and recreational facilities of the Commonwealth. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Samuel Chew (tourist and recreation); Benjamin Eshleman Co., Philadelphia. Acct. Exec.: Leon Greenhouse (tourist recreational and radio); Ketchum MacLeod & Grove Inc., Pittsburgh (industrial). Acct. Exec.: Vincent Drayne.

DE PREE Co., Holland, Mich., Nullo deodorant tablet. Agency: Dancer-Fitzgerald-Sample Inc., Chicago. Acct. Exec.: Thomas K. Denton.

DERAN CONFECTIONERY Co. Inc., 134 Cambridge St., Cambridge, Mass., Deran's candies. Agency: Arnold & Co. Inc., Boston.

DERBY FOODS Inc., 3327 W. 47th Pl., Chicago, Peter Pan peanut butter and Derby read-to-serve foods. Adv. Exec.: W. C. Mackey Jr. Agency: Needham, Louis & Brorby Inc., Chicago.

THE DERBY OIL Co., 420 W. Douglas St., Wichita, Kan., Derby's flexgas ethyl gasoline, vitalized amber gasoline, vitalized motor oil and greases, burning oils, fuel oils and asphalt. Adv. Exec.: C. A. Keller. Agency: McCormich-Armstrong Co., Wichita, Kan.

DESCO SHOE Corp., 21-07 Borden Ave., Long Island City, N. Y., casuals. Agency: Leon A. Friedman Adv., New York.

THE DES MOINES REGISTER & TRIBUNE, 715 Locust St., Des Moines, Iowa, newspaper. Adv. Execs.: Charles J. Feldmann and Forrest R. Geneva. Agency: Buchen Co., Chicago.

DE SOTO CHEMICAL Co., Arcadia, Fla., Gator roach hives. Agency: Griffith-McCarthy, Tampa, Fla.

DE SOTO DIV., Chrysler Corp., 6000 Wyoming St., Detroit, De Soto automobiles. Agency: BBDO, New York.

DETECTO SCALES Inc., 540 Park Ave, Brooklyn, N. Y., Detecto bathroom scales, baby scales, doctor's-type scale for the home; Detecto Medic physician scale; Detecto Diet dietetic scale; Detecto-Gram, Jacobs, Post-O-Meter parcel post computing scales, industrial and commercial scales and Detecto aluminum hampers. Adv. Exec.: C. Harold Greene. Agency: Doyle-Dane-Bernback, New York.

DETROIT CHEMICAL SPECIALTIES Inc., 101 S. Waterman St., Detroit, cleaner and polish.

THE DETROIT EDISON Co., 2000 Second Ave., Detroit, institutional. Adv. Execs.: Paul L. Penfield and Richard S. Shannon. Agency: Campbell-Ewald Co., Detroit. Acct. Exec.: William Gage Jr.

THE DETROIT FREE PRESS, 321 W. Lafayette Ave., Detroit, Mich., newspaper. Adv. Exec.: Elliott Shumaker. Adv. Exec.: Gilbert Hatie. Adv. Exec.: W. Campbell. Agencies: Simons-Michelson Co., Detroit. Livingstone Porter Hicks, Detroit.

DETROIT-MICHIGAN STOVE Co., 6900 E. Jefferson Ave., Detroit, Mich., Detroit Jewel. Garland domestic gas ranges, com'l equipment. Adv. Exec.: E. C. Barrows. Agency: Zimmer-Keller & Calvert, Detroit, Mich. Acct. Exec.: Harry Calvert.

THE DETROIT NEWS, 615 W. Lafayette St., Detroit, newspaper. Adv. Execs.: Edward B. Houseal and Reginald G. Brophey. Agency: W. B. Doner Co., Detroit. Acct. Exec.: Felix Hower.

DIAMOND FERTILIZER Co., Sandusky, Ohio, commercial fertilizer, dust, sprays, insecticides, fungicides and weed killers. Agency: Gregory-House Inc., Cleveland.

THE DIAMOND MATCH Co., 122 E. 42d St., New York, matches, pulp and paper products. Adv. Exec.: J. D. Evans. Agency: Benton & Bowles Inc., New York.

DIAMOND STATE BREWERY Inc., Wilmington, Del. Stoeckle, Diamond State beer. Agency: J. Robert Mendte Inc., Philadelphia.

DIANA CORSET Co., 1 E. 33d St., New York, girdles. Agency: Lester Harrison Inc., New York.

DIF Corp., South Ave., Garwood, N. J., Dif hand cleaner and washing powder. Agency: Bermingham, Castleman & Pierce, New York.

DINKLER HOTELS, 98 Forsyth St., Atlanta, Ga. Agencies: Koehl, Landis & Landan Inc., New York.

DIPLOMAT PRODUCTS Inc., 2815 Paterson Plank Rd., North Bergen, N. J., food products. Agency: Tracy-Kent & Co., New York.

DISABLED AMERICAN VETERANS SERVICE FOUNDATION, 808 17 St., N. W., Washington, D. C., D. A. V. puzzle contest. Agency: Owen & Chappel, New York.

THE DIVERSEY Corp., 1820 Roscoe St., Chicago. Diversol, Protex Metalium, Relion, D-Luxe cleaners, disinfectants for food plants; Enoz moth products, industrial insecticides, 909,505 for use in metal industries; Aqyalic oil absorbent and Plyowax floor wax. Adv. Exec.: Lynn A. Saylor. Agency: Cruttenden-Eger, Chicago. Acct. Exec.: Robert Ware.

DIXIE BREWING Co., 2401 Tulane Ave., New Orleans, Dixie beer. Agency: Sewell, Thompson & Caire, New Orleans.

DIXIE COFFEE Co., 2021 Morris Ave., Birmingham, Ala., Dixie Club coffee and tea. Agency: Keegan Adv., Birmingham.

DIXIE CUP Co., 24th & Dixie Ave., Easton, Pa., Dixie, Vortex paper cups, Pac-Kup containers, Ice Cream Dixies and Twinkle cone shaped wrappers. Agency: Hicks Greist, New York. Acct. Exec.: Harry Hicks Jr.

DIXIE FOUNDRY Co., Cleveland, Tenn., gas ranges. Adv. Exec.: Robert Rymer. Agency: Gordon-Allison, Atlanta, Ga. Acct. Exec.: Howard Allison Jr.

DIXIE MILLS Co., 51 So. Tenth St., East St. Louis, Ill., poultry, livestock, rabbit and dog feeds. Agency: Oakleigh R. French & Assoc., St. Louis.

JOSEPH DIXON CRUCIBLE Co., 167 Wayne St., Jersey City, N. J., graphite, graphite products, lubricants, crucibles, paints and pencils. Adv. Exec.: John Leckie. Agencies: Franklin Fader Co., Newark, N. J.; Fletcher D. Richards Inc., New York (pencils).

DOBLER BREWING Co., 180 Elm St., Albany, Dobler private seal large beer and Dobler XXX ale. Agency: Dave Fris Adv., Albany.

DR. PEPPER Co., Box 5086, Dallas, Tex., Dr. Pepper soft drink. Adv. Exec.: A. H. Caperton. Agency: Ruthrauff & Ryan Inc., Dallas, Tex.

DODGE Division, Chrysler Corp., 7900 Joseph Campau Ave., Detroit, Dodge passenger cars and trucks. Adv. Exec.: A. E. Horne. Adv. Exec.: W. L. Kessinger. Agencies: Ruthrauff & Ryan Inc., New York and Detroit; Ross Roy Inc., Detroit.

HARRY DOEHLA Co., Fitchburg, Mass., greeting cards (agents). Agency: Schwab & Beatty Inc., New York. Acct. Exec.: James E. Schwenck.

DOESKIN PRODUCTS Inc., 11 W. 42d St., New York. Sanapak sanitary napkins, Doeskin facial tissues, dinner napkins and bathroom tissue. Agency: Federal Adv., New York.

DOLCIN Corp., 683 Fifth Ave., New York, Dolcin proprietary pharmaceutical. Agency: Victor can der Linde Co., New York. Acct. Exec.: C. E. Rains.

DOMESTIC FINANCE Corp., 231 S. La-Salle St., Chicago, personal finance service. Adv. Exec.: W. K. Schaffer. Agency: Albert Frank-Guether Law Inc., Chicago. Acct. Exec.: G. H. Knott.

D'ORSAY SALES Co., 71 Fifth Ave., New York. D'Orsay perfume, toilet preparations. Agency: Morton Freund Adv., New York.

DORSET FOODS Ltd., 44-02 23d St., Long Island City, N. Y., canned chicken, turkey and meat products and fancy soups. Agency: Geare-Marston Inc., New York.

DOT LINE Co., New Bedford, Mass., Golden Dot Line fishing line. Agency: Grant-Wadsworth Inc., New York. Acct. Exec.: Hal Tveter.

THE DOUBLE-COLA Co., 1478 Market St., Chattanooga, Tenn., Double Cola. Agency: Aubrey, Finley, Marley, Hodgson Inc., Chicago. Acct. Exec.: L. B. Krick.

DOUBLEDAY & Co., 575 Madison Ave., New York, books. Adv. Exec.: Robert Preyer. Agency: Franklin Spier Inc., New York.

DOUGHBOY INDUSTRIES Inc., Machines Div., 215 No. Main Ave., New Richmond, Wis., Doughboy rotary thermoplastic, cellophane sealer and seamer toys, flour and feeds. Agencies: BBDO, Minneapolis (toys, flour, feed, farm equipment).

DOULTON & Co., 11 E. 26th St., New York, Royal Doulton china. Agency: Calkins & Holden, Carlock, McClinton & Smith, New York.

DOW CORNING Corp., Midland, Mich., silicones Sight Savers eye glass cleaners. L. S. Putnam. Agency: Don Wagnitz Adv., Midland, Mich. Acct. Exec.: Don Wagnitz.

DOYLE PACKING Co., 165 Branchport Ave., Long Branch, N. J., Strongheart dog food. Agency: John H. Riordan Co., Los Angeles.

THE DRACKETT Co., 5020 Spring Grove Ave., Cincinnati, Drano and Windex (S). Adv. Exec.: L. A. Aue. Agencies: Young & Rubicam, New York. Acct. Exec.: J. Brooks Emory (Super Charge (S); Ralph H. Jones Co., Cincinnati. Acct. Exec.: S. A. Willer.

DRAKE AMERICA Corp., 20 E. 50th St., New York. Rowntree Dairy Box, Black Magic, Carefree chocolates; men's and women's cashmere and fine wool sweaters, cardigans; Drake 100,200,300 men's hose. Agency: Abbott Kimball Co., New York.

DREER'S OF PHILADELPHIA, 1934 Arch St., Philadelphia, Pa., seeds, garden items, housewares and gifts. Agency: H. W. Fairfax Adv., New York. Acct. Exec.: James Fisher.

THE DREWRYS LTD., U. S. A., Inc., 1408 Elwood Ave., South Bend, Ind., Drewrys ale and beer. Adv. Exec.: Leslie D. Fairbairn. Agency: MacFarland-Aveyard & Co., Chicago.

DREXEL Laboratories, Park Theatre Bldg., Highland Park, Upper Darby, Pa., Victory ointment, Pylox rectal ointment, Evons hygienic powder, Nef-Tex tablets, Wonder salve and soap. Agency: L. E. Evons Adv., Drexel Hill, Pa. Acct. Exec.: H. Herman.

DRY DOCK SAVINGS BANK, 742 Lexington Ave., New York. Agency: Campbell-Ewald Co., New York. Acct. Exec.: Lynn B. Dudley.

DUKE POWER Co., Charlotte, N. C., public utilities, services and appliances. Agencies: Ayer-Gillett Inc., Charlotte, N. C. Acct. Exec.: M. B. Gillett; The J. Carson Brantley Adv. Agency, Salisbury, N. C. (radio).

DULANE Inc., 1900 No. River Rd., River Grove, Ill., fryryte, butteryte and coffyryte electrical appliances. Agency: Lauesen-Salomon, Chicago. Acct. Exec.: Milton H. Sellhorn.

JOHN H. DULANY & SON Co., Fruitland, Md., fruits and vegetables (S). Adv. Exec.: William H. Everngam Jr. Agency: W. Earl Bothwell Inc., New York. Acct. Exec.: Kenath Sponsel.

DULUTH BREWING & MALTING Co., 231 So. 29 Av. W., Duluth, Minn., Royal Bohemian beer. Adv. Exec.: P. C. Engel.

JUDSON DUNAWAY Corp., Grove & Third Sts., Dover, N. H., Expello moth destroyers, insecticides, Vanish toilet bowl cleaner and Elf drain opener. Adv. Exec.: Nelson C. Latremore. Agency: J. M. Mathes Inc., New York.

DUNCAN COFFEE Co., 1200 Carr St., Houston, Tex., Admiration, Bright & Early and Maryland Club coffee; Duncan tea. Agency: Tracy-Locke Co., Houston.

DUNN & McCARTHY Inc., 41-49 Washington St., Auburn, N. Y., Enna Jettick, Normal, Heel Hugger shoes. Adv. Exec.: John J. Lane. Agency: Amos Parrish & Co., New York. Acct. Exec.: David T. Levine.

DUO-THERM DIV., Motor Wheel Corp., E. Saginaw St., Lansing, Mich., fuel oil and gas appliances, space heaters, water heaters and floor furnaces. Adv. Exec.: G. B. York. Agency: Young & Rubicam, Chicago. Acct. Exec.: Erik Isgrig.

DUPLI-COLOR PRODUCTS Co., 2440 S. Michigan Ave., Chicago, Dupli-Color automotive and household touch-up. spray gun and pigmented car polish. Agency: Burlingame-Grossman Adv., Chicago.

E. I. du PONT de Nemours & Co., Wilmington, Del., Zerone and Zerex antifreeze; industrial finishes, automotive finishing and refinishing; Duco and Dulux finishes; 7 Chemical Specialties; agricultural insecticides and fungicides, seed disinfectants, garden insecticides, acids and heavy chemicals. Agency: BBDO, New York.

DUQUESNE BREWING CO. OF PITTSBURGH, S. 22 & Mary Sts., Pittsburgh, Pa., Duquesne pilsener and Can-O-Beer. Agency: Walker-Downing, Pittsburgh, Pa. Acct. Exec.: V. I. Maitland.

DURACLEAN Co., Duraclean Bldg., Deerfield, Ill., Duraclean, Duraproof. Adv. Exec.: L. J. Gultch. Agency: Western Adv., Racine, Wis. Acct. Exec.: R. J. Wentzel.

DURALUMINUM Mfg. Co., 802 Myrtle Ave., Brooklyn, N. Y., extension ladders. Agency: A. M. Seidler, Brooklyn. Acct. Exec.: A. M. Seidler.

THE DURALUX Co., 770 Spruce St., Wooster, Ohio, Duralux vacuum coffee makers.

DURHAM-ENDERS RAZOR Corp., Box 62, Mystic, Conn., Durham Duplex safety razors and blades; Enders speed razors and blades; Wade and Butcher cutlery and Duplex Dog Dresser. Agency: Fletcher D. Richards Inc., New York. Acct. Exec.: John Barteau.

DURKEE-ATWOOD Co., 215 7th St., N. E., Minneapolis, fan belts, FHP belts, radiator hose, Dor-tite, industrial belts, inner tubes, automotive chemicals, frost shields, friction tape, rubber tape and Dur-A-Cloth. Adv. Exec.: C. T. Stafford. Agency: Harold C. Walker Adv., Minneapolis. Acct. Exec.: H. C. Walker.

DURKEE-MOWER Inc., P. O. Box 470, Lynn, Mass., Marshmallow Fluff and Sweeco. Adv. Exec.: H. Allen Durkee. Agency: Harry M. Frost Co., Boston. Acct. Exec.: Karl Frost.

DURLACQUE Mfg. Co., 3661 Windsor Pl., St. Louis, Mo. Durlacque cleaner. Agency: Warner Adv., St. Louis.

DURO Co., 537 E. Monument St., Dayton, Ohio, water systems and water softeners. Agency: Weber, Geiger & Kalat Inc., Dayton. Acct. Exec.: H. A. Weber.

DUSHARME PRODUCTS Inc., 540 Sexton Bldg., Minneapolis, Minn., Dusharme hair cream. Adv. Exec.: Bernard T. Maldonado. Agency: Graves & Assocs., Minneapolis.

DUSORB SALES Corp., Shenandoah, Iowa, Dusorb and For cleaner. Agency: Allen-Reynolds, Omaha, Neb. Acct. Exec.: Robert Reynolds.

DUTCHESS UNDERWEAR Corp., 350 Fifth Ave., New York, knit underwear, gowns, pajamas, slips, panties and petticoats. Agency: Ray Austrian & Assocs. Inc., New York.

DUVAL'S CONSENSUS Inc., 41-43 Crescent St., Long Island City, N. Y., digest of investment advisory service. Adv. Exec.: Pierre A. DuVal. Agency: Albert Frank-Guenther Law Inc., New York. Acct. Exec.: Frank D. Cruickshank.

DWARFIES Corp., 4th & W. Broadway St., Council Bluffs, Iowa, Dwarfies popped rice and wheat. Adv. Exec.: J. J. Oberdin. Agency: Buchanan-Thomas, Omaha, Neb. Acct. Exec.: A. Reinemund.

DWINELL-WRIGHT Co., 68 Fargo St., Boston. White House coffee and tea; Caraja coffee. Adv. Exec.: G. Roland Crampton.

DYE HOME IMPROVEMENT Co., 21164 W. McNichols Rd., Detroit, Lifetime aluminum siding for homes. Agency: W. B. Doner & Co., Detroit.

E

E. & B. Brewing Co., 2437 Orleans St., Detroit, E. & B., Brew 103, E & B Golden Ale, Schmidt's beer. Agency: Simons-Michelson Co., Detroit.

EAGLE CHEMICAL Co., Chattanooga, Tenn., Spra-Kill insecticide. Agency: Edwin C. Huster Co., Knoxville. Acct. Exec.: Jack Kress.

EARLY APPLE ADVISORY BOARD, Bk. of Sonoma St., Sebastopol, Calif., Gravenstein, White Astrachan apples. Agency: Wakefield Adv., San Francisco.

THE EARLY & DANIEL Co., Federal Reserve Bank Bldg., Cincinnati, Tuxedo animal and poultry feeds and terminal grain elevators. Agency: Keelor-Stites Co., Cincinnati.

EASE Inc., 2228 N. Hollywood Way, Burbank, Calif., Ease quality detergents (soaps).

EAST IDAHO BREWING Inc., 601 N. First St., Pocatello, Ida., Aero Club beer.

EAST SIDE WINERY, Lodi, Calif., Royal Host wine and brandy. Agency: Jewell Adv., Oakland, Calif. Acct. Exec.: Ralph Jewell.

EASTERN AIR LINES Inc., 10 Rockefeller Plaza, New York, The Great Silver Fleet air transportation. Agency: Fletcher D. Richards Inc., New York. Acct. Exec.: Bradley Walker.

EASTERN STATES EXPOSITION, 1305 Memorial Ave., West Springfield, Mass. Agency: William B. Remington Inc., Springfield, Mass. Acct. Exec.: Arthur Smith.

EASTERN WINE Corp., 151st St. & Cromwell Ave., New York, Chateau Martin champagne, sparkling burgundy. California and American wines, vermouths and fruit wines (S). Adv. Exec.: Maurice Greenberg. Agency: Ben B. Bliss & Co., New York.

EASY WASHING MACHINE Corp., Solar & Spencer Sts., Syracuse, N. Y., Easy washers and ironers. Adv. Exec.: Richard E. Weiss. Agency: BBDO, Buffalo, N. Y. Acct. Exec.: Dale Casto.

EATON METAL PRODUCTS Corp., 1301 Willis Ave., Omaha, Neb., oil tanks and filling station equipment truck tanks. Agency: Bozell-Jacobs, Omaha, Neb. Acct. Exec.: Robert Davis.

PETER ECKRICH & SONS Inc., 1025 Osage St., Fort Wayne, Ind., Eck-Rich meat products. Adv. Exec.: Lavern E. Gelow. Agency: Westheimer-Block, St. Louis.

ECLIPSE FOOD PRODUCTS Inc., 663 Admiral St., Providence, R. I., coffee and fruit syrups. Agency: Joseph Maxfield Co., Providence, R. I. Acct. Exec.: Joseph M. Finkle.

ECLIPSE SLEEP PRODUCTS Inc., 36 Milford St., Brooklyn, N. Y., springs and beddings. Agency: E. T. Howard Co., New York.

EDGEWATER BEACH HOTEL, 5349 Sheridan Rd., Chicago.

THOMAS A. EDISON Inc., W. Orange, N. J., sound recording and reproducing equipment, nickel iron alkaline storage batteries, lead-acid storage batteries, portable electric lighting equipment, electric control equipment, fire detection devices, industrial and aircraft instruments, medical gases and miscellaneous products. Adv. Exec.: John E. Sloane. Agencies: Green-Brodie, New York (Ediphone Div.). Acct. Exec.: Julian Brodie; Gotham Adv., New York (instrument and medical gas divs., and institutional adv.). Acct. Exec.: G. Ellsworth Harris; Lasky Co., Newark, N. J. (storage batteries); Gray & Rogers, Philadelphia (automotive and international divs.).

EDISON CHEMICAL Co., 30 W. Washington St., Chicago, Dermassage body rub. Agency: Critchfield & Co., Chicago. Acct. Exec.: Jocelyn Tyler.

EDMUNDSON-DUHE RICE MILL Co., Rayne, La., Regent and Chinito rice. Agency: Griffith-McCarthy Inc., Tampa, Fla. Acct. Exec.: R. E. McCarthy.

EFFINGER BREWING Co., 415 Lynn St., Baraboo, Wis., beers. Agency: Madison Adv., Madison, Wis. Acct. Exec.: Fred Rickli.

EGAN FICKETT & Co., 266 West St., New York, Nevins, Hurdy Gurdy fresh oranges and grapefruit. Agency: Dorothy B. Skinner Adv., New York.

EKCO PRODUCTS Co., 1949 N. Cicero Ave., Chicago, A. & J., Best, Ekco Brite, Flint, Geneva Forge, Katzinger, Eckoware, Mary Ann, Eckoline, Ovenex, pressure cookers, kitchen tools, cutlery, tinware, baking pan equipment, Minute Mop mops. Adv. Exec.: Maurice B. Cossman. Agency: Earle Ludgin & Co., Chicago. Acct. Exec.: M. N. McKinney.

EL DORADO OIL WORKS, 311 California St., San Francisco, vegetable feed concentrates. Sidney Garfield & Assocs., San Francisco.

THE ELECTRIC AUTO-LITE Co., Champlain & Mulberry Sts., Toledo, sparkplugs, batteries, starting, lighting and ignition equipment. Adv. Exec.: D. B. Seem. Agencies: Ruthrauff & Ryan Inc., Detroit. Acct. Exec.: Tod Reed; Cecil & Presbrey Inc., New York (Suspense radio show and television); National Export Adv. Service Inc., New York.

ELECTRIC COMPANIES ADVERTISING PROGRAM, 30 Rockefeller Plaza, New York. Agency: N. W. Ayer & Son Inc., New York. Acct. Exec.: Dwight C. Van Meter.

ELECTRIC DEODORIZER Corp., 9999 Broadstreet, Detroit, Odor-Master electric deodorizer and Edco safety switch. Agency: Betteridge & Co., Detroit.

ELGIN AMERICAN DIV. OF ILLINOIS WATCH CASE Co., 853 Dundee Ave., Elgin, Ill., compacts, cigarette cases, dresser sets, simulated pearls, lighters, carryalls. Adv. Exec.: Dale Mehrhoff. Agencies: Russel M. Seeds Co., Chicago. Acct. Execs.: Harry B. Goldsmith Jr. and George Bayard, Stewart-Bowman-MacPherson, Toronto.

MARY ELLEN Inc., 2323 4th St., Berkeley, Calif., jams and jellies. Agency: Jewel Adv., Oakland, Calif.

ELLENA BROTHERS WINERY, Etiwanda, Calif., Regina wines, sparkling wines, brandies and Ellena's Special Cuvee wines. Agency: Edward S. Kellogg Co., Los Angeles. Acct. Exec.: Edward S. Kellogg.

O. M. ELLESSON Co., 4428 N. Sheridan St., Chicago, watch bands. Agency: Albert Frank-Guenther Law Inc., New York.

ELLIS CANNING Co., 1575 Alcott St., Denver, Col., tamales, chile and canned goods. Agency: Ted Levy Adv., Denver, Col. Acct. Exec.: Ted Levy.

ELMER CANDY Co., 540 Magazine St., New Orleans, La., candy and preserves. Adv. Exec.: M. M. Elmer. Agency: Walker Saussy Adv., New Orleans, La.

EMBREE Mfg. Co., 10 W. Mravlag Pl., Elizabeth, N. J., Liff liquid restorer, Rollilo cotton metal polish and Wipe-On plastic finish. Adv. Exec.: Eliot Howell. Agency: Metropolitan Adv. Co., New York.

EMERSON DRUG Co., Lombard & Utaw Sts., Baltimore, Bromo-Seltzer. Agencies: BBDO, New York. Acct. Exec.: Herbert West; F. H. Hayhurst Co. Ltd., Toronto.

EMERSON RADIO & PHONOGRAPH Corp., 111 8th Ave., New York. Emerson radio and television. Adv. Exec.: Gerald Light. Agency: Grady-Wagner Co., New York. Acct. Exec.: Warren Lightfoot.

EMERY, BIRD, THAYER Co., 11th & Walnut Sts., Kansas City, Mo., dept. store. Adv. Exec.: Roy Craft. Agency: R. J. Potts, Calkins & Holden Inc., Kansas City.

EMPIRE CARD Co., 150-152 Fox St., Elmira, N. Y., agents-cards. Adv. Exec.: Harry Botnick. Agency: Equity Adv., New York. Acct. Exec.: I. Weinberg.

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ABC-MUTUAL
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EMPIRE CRAFTS Corp., Newark, N. J., sterling and plated flatware. Agency: Moser-Cotins Inc., Utica, N. Y. Acct. Exec.: J. N. Brown.

THE EMPIRE DISTRICT ELECTRIC Co., 602 Joplin St., Joplin, Mo., electric service and electric appliances. Acct. Exec.: Klau-Van Pietersom-Dunlap Assoc., Milwaukee, Wis. Acct. Exec.: V. F. Lawrence.

EMPIRE MILLWORK Corp., Northern & Willets Point Blvds., Corona, N. Y., lumber and millwork. Adv. Exec.: Edward M. Gilbert. Agency: Rose-Martin Inc., New York. Acct. Exec.: Irl W. Rose II.

ENAMEL PRODUCTS Co., 300 Eddy Rd., Cleveland, Korok table top. Adv. Exec.: R. H. Norweb. Agency: Carr Liggett Adv., Cleveland. Acct. Exec.: John F. Wilson.

ENDEAVOR PRESS, 212 Fifth Ave., New York, books. Agency: Roberts-Reimers Inc., New York.

END-O-CORN, End-O-Corn Bldg., Rutland, Vt., End-O-Corn foot comfort products. Agency: Earl C. Noyes Adv., Rutland, Vt. Acct. Exec.: F. S. Webster.

ENO-SCOTT & BOWNE, 60 Orange St., Bloomfield, N. J., Scott's Emulsion, Scott's ointment, eno effervescent salt and brylcreem. Agencies: Atherton-Currier Inc., New York (Scott's emulsion and brylcreem); Hewitt, Oglivy, Benson & Mather, New York (Eno Effervescent salts).

EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S., 393 7th Ave., New York. Adv. Exec.: Leslie R. Shope. Agency: Warwich-Legler Inc., New York.

EQUITABLE LIFE INSURANCE OF IOWA, 6th & Locust Sts., Des Moines, Iowa. Agency: Walter E. Battenfield Co., Des Moines, Iowa. Acct. Exec.: R. B. MacRae.

THE ERIE BREWING CO., 22d & State Sts., Erie, Pa. Agency: The Yount Co., Erie, Pa. Acct. Exec.: M. A. Yount.

ESKIMO PIE Corp., Bloomfield Ave. & Broad Sts., Bloomfield, N. J. Adv. Exec.: W. W. Wade. Agency: Buchanan & Co. Inc., New York. Acct. Exec.: William Dasheff.

ESQUIRE Inc., 488 Madison Ave., New York, Esquire, Coronet, Esquire's Apparel Arts magazines. Adv. Execs.: Paul Jones, Jesse A. Spier and Dan E. Prevost. Agencies: Doyle-Dane-Bernbach Inc., New York (Esquire and Coronet); Schwimmer & Scott Inc., Chicago.

ESSEX HOUSE, 160 Central Park S., New York, apartment and transient hotel. Adv. Exec.: Henry A. Miller. Agency: Needham & Grohmann Inc., New York.

ESSLINGER'S Inc., 10th & Callowhill St., Philadelphia, Esslinger Premium bee(n) (s). Adv. Exec.: Robert M. Brown. Agency: J. Cunningham Cox, Philadelphia. Acct. Exec.: Joseph Cox Jr.

ESSO STANDARD OIL Co., 15 W. 51st St., New York, Esso extra gasoline, motor oil, Essolube motor oil, Atlas tires, batteries and accessories; specialty products and Esso heating oil and oil burners; Mistol, Nujol, Flit household insecticide. Adv. Exec.: R. M. Gray. Agency: Marschalk & Pratt Co., New York. Acct. Exec.: H. C. Marschalk.

THE EUCLID CANDY CO. OF CALIFORNIA Inc., 715 Battery St., San Francisco, Love Nest, Rep. Cap, Full of Almonds, Go, Jumbo 5c candy bars. Agency: Sidney Garfield & Assoc., San Francisco. Acct. Exec.: Sidney Garfield.

EVANGELICAL FOUNDATION Inc., 1700 Spruce St., Philadelphia, Eternity magazine. Agencies: Lee Ramsdell & Co., Philadelphia. Acct. Exec.: Gerald F. Selinger; Walter F. Bennett & Co., Chicago. Acct. Exec.: Fred Dienert.

THE EVANS CASE Co., 21 East St., N. Attleboro, Mass., Evans cigarette lighters, cigarette cases, smoking accessories, compacts and fitted ladies' handbags. Adv. Exec.: Arthur Bates. Agency: McNeill-McCleery Inc., Hollywood, Calif.

EVERLAST METAL PRODUCTS Corp., 225 Fifth Ave., New York, gift accessories. Agency: Norman C. Preston Adv., New York. Acct. Exec.: Norman C. Preston.

EVERSHARP Inc., 1800 Roscoe St., Chicago, Eversharp schick injector razor, blades and writing instruments. Agencies: The Biow Co., New York; Foreign Adv. & Service Bureau, New York.

EVERSMAN Mfg. Co., Curtis & Fifth Sts., Denver, Colo., Eversman land leveler and cotton chopper. Agency: Galen E. Broyles Co., Inc., Denver. Acct. Exec.: Galen Broyles.

F

FADA RADIO & ELECTRIC Co., 525 Main St., Belleville, N. J., radios. Adv. Exec.: Charles Roberts. Agency: Sternfield & Godley Inc., New York. Acct. Exec.: Samuel Godley.

FAIRBANKS, MORSE & Co., 600 S. Michigan Ave., Chicago, Fairbanks-Morse diesel locomotives, diesel engines, electric machinery, pumps, scales, motor cars, domestic water and light plants, windmills, feed grinders and gasoline engines. Adv. Exec.: Lewis A. Harlow. Agency: The Buchen Co., Chicago.

FAIRMONT CANNING Co., Fairmont, Minn., Saladettes ready-to-serve vegetable salad. Agency: Patton, Hagerty & Sullivan Inc., Chicago.

FAIRMONT FOODS Co., 1201 Jones St., Omaha, Neb., frozen foods and vegetables and dairy products (S). Adv. Exec.: R. J. Lahvic. Agencies: Buchanan-Thomas Adv. Co., Omaha (Fairmont feeds and hatchery). Acct. Exec.: R. E. Savage; Allen & Reynolds, Omaha. Acct. Exec.: R. Sanford.

FALLS CITY BREWING Co., 3050 West Broadway, Louisville, Ky., Falls City beer. Agency: Prater Adv., St. Louis. Acct. Exec.: George L. Prater.

FALSTAFF BREWING Corp., 3617 Olive St., St. Louis, beer (N) (S). Adv. Exec.: Alvin Griesedieck Jr. Agency: Dancer-Fitzgerald-Sample, New York. Acct. Exec.: Charles L. Hotchkiss.

FANT MILLING Co., Sherman, Tex., Gladiola flour, baking powder, Sunglo feeds, Gladiola mixes and corn meal. Agency: Couchman Adv., Dallas, Tex. Acct. Exec.: Albert Couchman.

FARM BUREAU MUTUAL AUTO INSURANCE Co., 246 N. High St., Columbus, complete coverage automobile insurance. Agency: Ben Sackheim Inc., New York.

FARMER SEED & NURSERY Co., Faribault, Minn., garden seeds, farm seeds and nursery stock. Adv. Exec.: E. J. Kiekenapp. Agency: Graves & Assocs., Minneapolis.

FARMERS LUMBER & SUPPLY Co., 516 S. Chambers St., Sioux City, Iowa, truck bodies and hoist.

FATHER JOHN'S MEDICINE Co., 73-93 Market St., Lowell, Mass., Father John's medicine (S). Adv. Exec.: Willard A. Parker. Agency: Carleton & Hovey Co., Lowell. Acct. Exec.: W. A. Parker.

FAULTLESS STARCH Co., 1025 W. 8th St., Kansas City, Faultless Starch. Adv. Exec.: Merrill W. Hoyt. Agency: Bruce B. Brewer & Co., Kansas City.

FRED FEAR & Co., Foot Joralemon St., Brooklyn, N. Y., Gold Cup pure maple syrup, Puritan, My Wife's, New England, Champion, Royal pancake syrups, Burton's, Marrows flavoring extracts, Puritan root beer extract, Chick-Chick, Presto easter egg colors, Doxsee little neck clam products. Agency: Hilton & Riggio Inc., New York.

FEDDERS-QUIGAN Corp., 57 Tonawanda St., Buffalo, automobile radiators, car heater cores, electric water coolers, heating and cooling coils, unit coolers, refrigeration parts, air-cooled fin and tube condensers, finned evaporators, railroad car heaters, heating and cooling coils, room air conditioners, unit heaters. Adv. Exec.: R. E. Cassatt. Agencies: BBDO, Buffalo. Acct. Exec.: W. A. Hart Jr.; Horace A. Laney, Buffalo (heating and water cooler divs.).

FEDERAL OLD LINE INSURANCE Co., 1530 Queen Anne St., Seattle, protection insurance. Agency: Pacific National Adv. Agency, Seattle. Acct. Exec.: Frank Horsley.

FEEDERS SUPPLY & Mfg. Co., 1304 Union Ave., Kansas City, poultry, hog and cattle feeds. Agency: James R. Reese Adv. Co., Kansas City.

FRANK FEHR BREWING Co., 412 Fehr Ave., Louisville, Ky., Fehr's X. L. beer. Adv. Exec.: Fehr Kremer. Agency: McCann-Erickson Inc., Chicago, Ill.

FELBER BISCUIT Co. Div. of United Biscuit Co. of America, Grant Ave. & McCoy St., Columbus, Ohio, crackers and cookie-cakes. Agency: Harry M. Miller Inc., Columbus. Acct. Exec.: J. E. Maguire.

JOHN J. FELIN & Co., 4142 Germantown St., Philadelphia, pork packer. Agency: Lewis & Gilman Inc., Philadelphia.

FELLOWS MEDICAL Mfg. Co., 26 Christopher St., New York, Fellows compound syrup, Chloral Hydrate capsules, Arbec suppositories, Erqua tablets, B-Jen Elixir Ionies, Sulfaguen, vitamin B-complex liquid and capsules, Fello-Sed sedative elixir, Erqua liquid, Theophylline tabs, Ionlex with folic acid. Agencies: Hoffman Adv., New York; J. Walter Thompson Co. Ltd., Montreal.

FELS & Co., 73d & Woodland Ave., Philadelphia, Fels-Naphtha soap and chips, Felso and Rol. Adv. Exec.: Max Brown. Agency: McKee & Albright Inc., Philadelphia. Acct. Exec.: Roy McKee.

FELTON, SIBLEY & Co., 136 N. 4th St., Philadelphia, paints, varnishes, lacquers and enamels. Agency: Lamb & Keen, Philadelphia. Acct. Exec.: Norman MacAfee.

H. FENDRICH Inc., 101 Oakley St., Evansville, Ind., Charles Denby, La Fendrich and Black Hawk cigars. Adv. Exec.: F. C. Fischer. Agencies: G. A. Saas & Co., Indianapolis (La Fendrich cigars); Russel M. Seeds Co., Indianapolis.

HARRY FERGUSON Inc., Box 322, R. P. A., Detroit, Ferguson tractor and implements. Adv. Exec.: Philip A. Brown. Agency: Fuller & Smith & Ross Inc., Cleveland. Acct. Exec.: Dolph Jansen Jr.

EARL FERRIS NURSERY, 811 4th St., N. E., Hampton, Iowa, nursery stock. Agency: Lessing Adv. Co., Des Moines. Acct. Exec.: R. J. Flynn.

FERRY-MORSE SEED Co., Brush & Monroe Sts., Detroit, vegetable and flower seeds. Adv. Exec.: Frank Kastner. Agency: MacManus, John & Adams Inc., Detroit. Acct. Exec.: Sherwood Reekie.

FESENMEIER BREWING Co., Huntington, W. Va., West Virginia pilsner beer. Agency: King-Cotterman, Parkersburg, W. Va.

THE FICTION BOOK CLUB, 100 6th Ave., New York, books. Adv. Exec.: John Stevenson. Agency: Smith-Hagel-Snyder, New York.

FIDELITY UNION LIFE INSURANCE Co., 912 Commerce St., Dallas. Agency: Pondrom & Collins, Dallas.

HENRY FIELD SEED & NURSERY Co., Shenandoah, Iowa, seeds, nursery stocks and allied lines. Adv. Exec.: Jack Foster. Agency: Staples & Travis Inc., Kansas City. Acct. Exec.: Laurance S. Staples.

FIJI-OIL PRODUCTS Corp., 170 N. Halstead St., Chicago, Fiji-Oil soapless and Lather-oil shampoo and cream shampoo. Agency: Malcolm-Howard Adv., Chicago. Acct. Exec.: Arthur M. Holland.

J. H. FILBERT Inc., 3701 Southwestern Blvd., Baltimore, Mrs. Filbert's margarine and mayonnaise. Adv. Exec.: J. F. Diener. Agency: Sullivan, Stauffer, Colwell & Bayes Inc., New York. Acct. Exec.: Luther Wood.

WILLIAM FILENE'S SONS Co., 426 Washington St., Boston, ready-to-wear and accessories. Adv. Exec.: Lou Kaufman. Agencies: Dorland Adv. Ltd., New York. Acct. Exec.: Goldie Heller; BBDO, Boston.

FINDERS Mfg. Co., 3669 S. Michigan Ave., Chicago, Hollywood electric housewares (S). Agency: Kuttner & Kuttner, Chicago. Acct. Exec.: Chester Kuttner.

FIRESIDE MARSHMALLOW Co., 5 W. Hubbard St., Chicago, Fireside marshmallow creme, marshmallows and candy.

THE FIRESTONE TIRE & RUBBER Co., 1200 Firestone Pkwy., Akron, Ohio, Firestone tires, tubes, home and auto supplies; Foamex foam latex; Contro elastic yarn; Velon plastic products; Velva-Flo faucet aerator; aircraft steel and industrial products. Adv. Exec.: C. B. Ryan. Agencies: Sweeney & James Co., Cleveland. Acct. Exec.: F. G. James; Grey Adv. Inc., New York (Foamex cushioning and mattresses, Contro, Velva-Flo, Velon plastic products). Acct. Exec.: Bernard I. Brownold; Russell T. Kelley Ltd., Hamilton, Ont.

FIRMAN LEATHER GOODS Corp., 137 E. 25th St., New York, Maximillian bonded luggage. Agency: Mann-Ellis Inc., New York. Acct. Exec.: Kurt J. Mann.

FIRST NATIONAL BANK OF ATLANTA, 14 Peachtree St., Atlanta, Ga.

FIRST NATIONAL BANK OF BOSTON, 67 Milk St., Boston. Agencies: BBDO, Boston; Albert Frank-Guenther Law Inc,. Boston.

THE FIRST NATIONAL BANK OF PORTLAND, Fifth, Sixth & Stark Sts., Portland. Agency: Northwest Adv. Service Inc., Portland. Acct. Exec.: Grover Williams.

FIRST NATIONAL BANK OF ST. LOUIS, 305 N. Broadway, St. Louis, bank services. Agency: Gardner Adv. Co., St. Louis.

FIRST NATIONAL STORES Inc., 5 Middlesex Ave., Somerville, Mass., food chain stores. Adv. Exec.: J. M. Duane. Agency: John C. Dowd Inc., Boston.

FIRST WIS. NATIONAL BANK OF MILWAUKEE, 743 N. Water St., Milwaukee. Adv. Exec.: Robert A. Brown. Agency: Marvin A. Lemkuhl Adv., Milwaukee. Acct. Exec.: Marvin A. Lemkuhl.

FISCHER BAKING Co., 242 Livingston St., Newark, N. J., bread and bakery products. Adv. Exec.: George Fischer. Agency: Scheck Adv., Newark, N. J.

CARL FISCHER Inc., 56 Cooper Sq., New York, music. Adv. Exec.: John W. Drain.

A. EDWARD FISHER & Co., 520 Fifth Ave., New York, Lovebright diamond rings.

FISHER BROS. Co., 2323 Lakeside Ave., Cleveland, fisher foods. Adv. Exec.: George Fisher. Agency: The Griswold-Eshleman Co., Cleveland. Acct. Exec.: Sam K. Beetham.

FISHER CHEESE Co., Wapakoneta, Ohio, Fisher's cheese. Agency: Don Kemper Co., Dayton, Ohio. Acct. Exec.: Don Kemper.

FISHER FLOURING MILLS Co., Harbor Island, Seattle, Wash., Fisher's Blend flour, Zoom, instant cereal, Fisher's biskit mix, cake flour, wheat germ, bakery flours and feeds. Agency: Pacific National Adv., Seattle. Acct. Exec.: Trevor Evans.

FISHER NUT & CHOCOLATE Co., 2323 Wycliff St., St. Paul, peanuts (S). Adv. Exec.: L. R. Smerling. Agency: O'Neill Adv., St. Paul, Acct. Exec.: Avery Mack.

THE F. W. FITCH Co., 2630-52 Pine St., St. Louis. Fitch's dandruff remover shampoo, ideal hair tonic and no-brush shaving creams. Adv. Exec.: R. J. Piggott. Agencies: Gardner Adv. Co., St. Louis; Vickers-Benson Ltd., Toronto.

FITGER BREWING Co., 600 E. Superior St., Duluth, Minn., Nordlager, Rex Imperial Dry beers.

FITZGERALD BROS. BREWING Co., 498 River St., Troy, N. Y., Fitzgerald's Garryowen ale. Burgomaster beer and pale ale. Adv. Exec.: Arthur T. Newland. Agency: Havenor Adv. Inc., Albany, N. Y. Acct. Exec.: Edward T. Loveday.

FITZPATRICK BROS. Inc., 1300 W. 32d Pl., Chicago. Kitchen Klenzer, Automatic soap flakes and Big Jack soap. Adv. Exec.: J. Courtney Fitzpatrick. Agency: Russel M. Seeds Co., Chicago.

FIVE STAR Mfg. Co., East Grand Forks, Minn., Freeman headbolt engine heater. Agency: Holden, Clifford, Flint Inc., Detroit. Acct. Exec.: Robert LaRue.

FLAGSTAFF FOODS, Fayette St., Perth Amboy, N. J., Flagstaff food products. Adv. Exec.: Harold Levy. Agency: Weiss & Geller, New York.

FLEET-WING Corp., 1438 Midland Bldg., Cleveland, Ohio, gasoline, oil and petroleum products. Agency: Griswold & Eshleman Co., Cleveland.

FLEETWOOD COFFEE Co., 246 E. 11th St., Chattanooga, Tenn., packaged roasted coffee and tea. Adv. Exec.: R. H. Leiper. Agency: Nelson Chesman Co., Chattanooga.

FLEMING & SONS Inc., 1120 Clarendon St., Dallas, Wallrite decorated bldg. paper. Adv. Exec.: J. B. Fleming. Agency: Couchman Adv., Dallas.

FLETCHER PRODUCTS Inc., 1106 South Broadway, Los Angeles, Maxolin, Veglax, Tend-R-Lip lotion and No-Smoke mouth wash. Adv. Exec.: John R. Payne. Agency: Hobson Adv., Los Angeles. Acct. Exec.: Richard Hobson.

FLEX-LET Corp., 580 Fifth Ave., New York, Flex-Let watch bands. Agency: Ben Sackheim Inc., New York.

FLEX-O-GLASS Inc., 1104 N. Cicero Ave., Chicago, glass substitutes. Adv. Exec.: Harold Warp. Agency: Presba, Fellers & Presba Inc., Chicago.

FLEXSTEEL SPRING DIV., 113 N. E. 6th St., Minneapolis, flexsteel springs and furniture. Agency: P. G. Powell Adv., Dallas, Tex.

FLINT & WALLING Mfg. Co., Kendallville, Ind., F & W water systems. Adv. Exec.: R. Richard Moran. Agency: Sidener & Van Ryper Inc., Indianapolis. Acct. Exec.: E. L. Van Ryper.

FLORENCE STOVE Co., 205 School St., Gardner, Mass., gas ranges, electric ranges, combination oil and gas ranges; combination coal and gas ranges, oil ranges and oilburning heaters. Adv. Exec.: R. B. Carey. Agency: Ruthrauff & Ryan Inc., New York. Acct. Exec.: R. M. Watson.

FLORIDA CITRUS COMMISSION, 326 Main St., Lakeland, Fla., all Florida citrus products (N) (S). Adv. Exec.: Ralph M. Henry. Agency: J. Walter Thompson Co., New York. Acct. Exec.: David C. Cory.

FLORIDA CITRUS EXCHANGE, 110 Oak Ave., Tampa, Fla., Seald-Sweet, Mor-Juce, Florigold, Flo oranger, grapefruit and tangerines. Adv. Exec.: Carlisle Kyle. Agency: Griffith & McCarthy Inc., Tampa, Fla.

FLORIDA FISHING TACKLE Mfg. Co., 2100 1st Ave., S., St. Petersburg, Fla., fishing tackle. Agency: Griffith-McCarthy Inc., St. Petersburg. Acct. Exec.: Stanley Nutting.

FLORIDA STATE ADV. COMMISSION, Caldwell Bldg., Tallahassee, Fla. Agencies: August Dorr Adv., Miami (tourist); Hal Leyshon & Assoc. Inc., New York (publicity and public relations); Henry Quednau Inc., Tampa (industrial and agricultural).

THE FLORISTS' TELEGRAPH DELIVERY Assn., 200 Lafayette Bldg., Detroit, flowers-by-wire. Agency: Grant Adv. Inc., New York. Acct. Exec.: Robert Cole.

FLOTILL PRODUCTS Inc., Fresno & Charter Way, Stockton, Calif., canners. Agency: Beacon Adv., New York.

FLOWERY MANICURE PRODUCTS Corp., 3636 Park Ave., New York, Flowery manicure aids. Agency: Wendell P. Colton Co., New York.

FOLEY & Co., 945-47 George St., Chicago, Foley's honey and tar cough syrup, cold fyter, quitits, throat tablets and basic tablets. Adv. Exec.: J. B. Foley. Agency: Lauesen & Salomon, Chicago. Acct. Exec.: Wendell Walker.

J. A. FOLGER & Co., 330 W. 8th St., Kansas City, coffees. Adv. Exec.: Linton Bagley. Agency: Grant Adv. Inc., Chicago. Acct. Exec.: Howard A. Jones.

J. A. FOLGER & Co., 101 Howard St., San Francisco, coffee (N). Adv. Exec.: Peter Folger. Agency: Raymond R. Morgan Co., Hollywood. Acct. Exec.: P. F. Anderson.

FOOD MACHINERY & CHEMICAL Corp., 333 W. Julian St., San Jose, Calif., agricultural equipment, food canning and freezing and packaging equipment, automotive and fire fighting equipment, packing house and processing equipment, pumps and water systems, industrial chemicals, insecticides and fungicides, packaging and set-up paper box equipment. Adv. Exec.: F. E. Rosewater. Agencies: The McCarty Co., San Francisco and Los Angeles; Neale Adv. Assocs., Los Angeles; James J. McMahon Inc., New York; Brooke, Smith, French & Dorrance Inc., Detroit; Marsteller, Gebhardt & Reed Inc., Pittsburgh; R. E. Lovekin Corp., Philadelphia; Sanford Adv., Lakeland, Fla.; Hoffman & York Inc., Milwaukee.

JAS. H. FORBES TEA & COFFEE Co., 922-926 Clark Ave., St. Louis, coffee, tea, spices, extracts and prepared mustards. Agency: Hirsch-Rutledge Inc., St. Louis. Acct. Exec.: M. L. Rutledge.

FORD Mfg. Inc., 430 WOW Bldg., Omaha, Neb., ford grain doors and railroad supplies.

FORD MOTOR Co., 3000 Schaefer Rd., Dearborn, Mich., Ford passenger cars, trucks and commercial cars; Mercury passenger cars; Lincoln and Lincoln Continental passenger cars; benzol, charcoal and other by-products. Adv. Execs.: Gordon C. Eldredge (Ford) and Robert F. G. Copeland (Lincoln-Mercury). Agencies: J. Walter Thompson Co., Chicago (all Ford adv.; Ford products and dealer adv.); Kenyon & Eckhardt Inc., New York (Lincoln-Mercury divs. and institutional adv.). Acct. Exec.: W. Breckenridge.

FOREMOST DAIRIES Inc., 2903 College St., Jacksonville, Fla., milk, ice cream, milk products, orange juice. Agency: Fletcher D. Richards Inc., New York.

FORMAN FORD & Co., 111 S. 2d St., Minneapolis, Arm-R Sub-Surface finishes and paint. Agency: Ray C. Jenkins Adv., Minneapolis. Acct. Exec.: Ray C. Jenkins.

L. C. FORMAN & SONS Inc., Pittsford, N. Y., Forman's piccalilli. Adv. Exec.: Wilbur E. Forman. Agency: C. Wendell Muench & Co., Chicago.

THE FORMFIT Co., 400 So. Peoria St., Chicago, Formfit, Life, Panel Art, Breath-O-Spring, Pagan Charm, Thrill corsetry. Adv. Exec.: W. H. Lowy. Agency: MacFarland, Aveyard & Co., Chicago.

FORNEY ARC WELDERS Inc., 1800 La Porte Ave., Ft. Collins, Col., electric arc welders and accessories.

FORST PACKING Co., Kingston, N. Y., Forst's Formost ham, bacon and frankfurts; Catskill Mountain smoked turkeys, sausage, hams and bacon. Kaplan & Bruck, New York.

FORT DODGE TENT & AWNING Co., 618 North 1st St., Fort Dodge, Iowa, heat-houser. Agency: Peterson Adv., Fort Dodge. Acct. Exec.: Thos. Peterson.

FORT PITT BREWING Co., 16th & Mary Sts., Sharpsburg, Pa., beer and ale. Agency: BBDO, Pittsburgh, Pa. Acct. Exec.: Faris Feland.

FOSGATE CITRUS CONCENTRATE COOPERATIVES, Orlando, Fla., Duncan Hines frozen orange juice. Agency: A. P. Phillips Co., Orlando, Fla.

FOSTER BOAT Co., Charlevois, Mich., rowboats, cruisers, outboard boats, oars and canvas products.

FOSTER BROS. Mfg. Co., 811 Broad St., Utica, N. Y., Ideal springs, steel beds, daybeds, cribs, studio couches and mattresses.

IRVIN B. FOSTER SPORTSWEAR Co., Kensington & Ontario Sts., Philadelphia, men's and boys' tailored sportswear. Adv. Exec.: Jack Brazina. Agency: Solis S. Cantor Adv., Philadelphia. Acct. Exec.: Solis S. Cantor.

L. W. FOSTER SPORTSWEAR Co., Hancock & West Moreland Sts., Philadelphia, sportswear. Adv. Exec.: Howard Yusem. Agency: Leonard F. Fellman & Assocs., Philadelphia.

FOSTER-MILBURN Co., 468 Dewitt St., Buffalo, N. Y., Doan's pills. Adv. Exec.: M. W. Landon. Agency: Street & Finney Inc., New York.

FOTOSHOP Inc., 136 W. 32d St., New York, photographic equipment and supplies. Adv. Exec.: Edwin N. London. Agency: Curtis Adv. Co., New York. Acct. Exec.: Larry Curtis.

4 SEASONS Inc., 1213 N. Highland Ave., Hollywood, Calif., 4 Seasons salad dressing base. Agency: Carl Heintz & Co. Adv., Los Angeles. Acct. Exec.: Carl Heintz.

THE FOUR WHEEL DRIVE AUTO Co., E. 12th St., Clintonville, Wis., FWD trucks. Adv. Exec.: Arthur J. Danley. Agency: Klau-Van Pietersom-Dunlap Assocs. Inc., Milwaukee, Wis. Acct. Exec.: Burton E. Hotvedt.

FOWNES BROS. & Co., 411 Fifth Ave., New York, ladies', men's and children's gloves (leather and fabric) and nylon hosiery. Agency: The Rockmore Co., New York.

H. FOX & Co., 416 Thatford Ave., Brooklyn, N. Y., U-Bet syrups. Agency: Paul Smallen Adv., New York.

FOX HEAD BREWING Co., 227 Maple Ave., Waukesha, Wis., Beer and ale (S). Adv. Exec.: Roy J. Bernier. Agency: Klau-Van Pietersom & Dunlap Assoc., Milwaukee; Acct. Exec.: Marvin Reed.

I. J. FOX Inc., 393 Fifth Ave., New York, furs. Adv. Exec.: Maurice W. Rybeck.

PETER FOX BREWING Co., 2626 W. Monroe St., Chicago. Fox Deluxe. Adv. Exec.: Albert J. Meyers. Agency: Fletcher D. Richards Inc., Chicago.

FOXBILT FEEDS Div. of Ames In-Cross Inc., Insurance Exchange Bldg., Des Moines, stock feeds, poultry feeds and hybrid chicks. Agency: Fairall & Co., Des Moines. Acct. Exec.: J. S. McLaren.

FRANCES DENNEY, 5935 Woodland Ave., West Philadelphia, Frances Denney toilet preparation. Agency: Gray & Rogers, Philadelphia.

WALLY FRANK Ltd., 150 Nassau St., New York, Wally Frank pipes and tobaccos. Adv. Exec.: Ernest Brian. Agencies: Huber Hoge & Sons, New York; Dundes & Frank Inc., New York.

FRANKENMUTH BREWING Co., Frankenmuth, Mich., Mel-O-Dry, Old English and brand ale. Agency: Ralph Sharp Adv., Detroit.

FRANKLIN BREWING Co., 117 N. Sandusky St., Columbus, Ohio, beer. Adv. Exec.: Donald L. Hines. Agency: Kelly & Lamb Adv., Columbus. Acct. Exec.: Nevin Rhodes.

THE FRANTZ Co., 1033 East Ohio St., Pittsburgh, Pa., Doc Frantz special bread, M-O-L. Agency: Bauchman, Kelly & Trautman, Pittsburgh. Acct. Exec.: H. B. Trautman.

FRAZAR FOODS Ltd., Desert Springs, Calif., dried vegetables, meat tenderizer and jelly powder. Adv. Exec.: Nelson A. Frazar. Agency: Hal Seidel, Hollywood.

FREDONIA PRODUCTS Co., 200 Water St., Fredonia, N. Y.: Old Manor, Old Settlement, Old Waldorf, Old Plymouth, Old Ransom, Old Portland, Star Kosher and old Pioneer wines. Agencies: Edward Hamburger Adv., New York; Pirsum Adv. Service, New York.

FREE METHODIST CHURCH WEST LAWN, 64th & S. Kemensky Sts., Chicago, Light & Life hour. Agency: Walter F. Bennett & Co., Chicago.

FREEDOM-VALVOLINE OIL Co., 6th St. & 3rd Ave., Freedom, Pa., refiners and marketers of Pa. crude, rust control products. Adv. Exec.: Wayne R. Spahr. Agency: Fitzgerald Adv., New Orleans. Acct. Exec.: Joseph Epstein.

FREEMANTEL VOICE INSTITUTE Inc., 205 W. 57th St., New York, home study courses in public speaking and singing. Agency: Moss Assocs., New York. Acct. Exec.: Joseph Moss.

FREIHOFER BAKING Co., 20th & Indiana Ave., Philadelphia, Freihofer's bread, cake, sweet dough and doughnuts. Agency: Richard A. Foley Adv., Philadelphia. Acct. Exec.: Charles H. Eyles.

THE R. T. FRENCH Co., 50 Mustard St., Rochester, N. Y., prepared mustard, spices, bird seed, bird gravel, worcestershire sauce; instant potato; Good Luck pie crust mix and pie fillings; Silvo silver polish. Adv. Exec.: O. L. Westgate. Agencies: Richard A. Foley Adv., Inc., Philadelphia. Acct. Exec.: Charles H. Eyles (bird seed, pet supplies, Silvo silver polish); J. Walter Thompson Co., New York. Acct. Exec.: Wm. Resor. (French's mustard, spices, extracts, worcestershire sauce, instant potato, Good Luck products; Lennen & Newell, New York.

HENRY FRIEDRICKS & Co., 205 W. 39th St., New York, Brittany coats. Adv. Exec.: Melvin A. Turkel.

FRIEND BROS. Inc., 407 Main St., Melrose Mass., canned baked beans, other foods. Agency: Ingalls & Miniter Co., Boston. Acct. Exec.: J. R. Miniter.

FRIGIDAIRE Div., General Motors Corp., 300 Taylor St., Dayton, Frigidaire electric refrigerators, ranges, automatic washers, ironers, dryers, food freezers, water heaters, dehumidifier, water coolers, air conditioners, ice cream cabinets, ice makers, beverage coolers, milk coolers and commercial refrigeration equipment. Adv. Exec.: F. H. Peters. Agency: Foote, Cone & Belding, Chicago. Acct. Exec.: Fairfax M. Cone.

FRITO Co., 2600 Cedar Springs St., Dallas, Tex., Fritos, Chee-Tos, Ta-Tos. Adv. Exec.: John R. McCarty. Agency: Glenn Adv., Dallas. Acct. Exec.: Ray K. Glenn.

THE FRONTIER REFINING Co., 410 Boston Bldg., Denver, Col., petroleum products (S). Adv. Exec.: Joe E. Tracey. Agency: Bob Betts Adv., Denver. Acct. Exec.: Bob Betts.

FROST BROS., Houston St., San Antonio, Tex., women's specialty store. Agency: J. G. Proctor Adv., New York. Acct. Exec.: Ray Hanna.

FROST LUMBER INDUSTRIES Inc., P. O. Drawer 1125, Shreveport, La., lumber. Adv. Exec.: J. L. Avery. Agency: Brooks-Pollard Co., Little Rock, Ark.

FROSTIE WINTERS Inc., 270 Park Ave., New York, Kopal cosmetic enamel for teeth and Cosmedent cosmetic toothpaste. Adv. Exec.: John H. Winters. Agency: Waddell & Winters, New York.

FROSTY CREME PRODUCTS Inc., 4555 Delmar Blvd., St. Louis, Cemi-Curl home permanent wave. Agency: Roman Adv., St. Louis.

FROSTY MORN MEATS Inc., Kinston, N. C., Frosty Morn hams and bacon. Adv. Exec.: Clarence Hinsdale. Agency: Noble & Drury Assocs., Nashville, Tenn. Acct. Exec.: Albert Noble.

FRUZOLA Co., 439 Third East St., Salt Lake City, Utah, Fruzola, Lik-M-Ade. Agency: Ross Jurney & Assocs., Salt Lake City, Utah.

FUHRMANN SCHMIDT BREWING Co., 301 E. Commerce St., Shamokin, Pa., F & S beer and ale. Adv. Exec.: J. Oliver Schmidt Jr.

FULCRUM OIL Co., 315 13th St., Franklin, Pa., watch, clock, instrument and gun and reel oils. Agency: P. W. Price Adv., Erie, Pa. Acct. Exec.: Paul W. Price.

C. E. FULFORD (CANADA) Ltd., 310 Dupont St., Toronto, Zam-Buk ointment and bile beans tablet. Agency: Stevenson & Scott Ltd., Toronto.

FULHAM BROS. Inc., 28 Fish Pier, Boston. Four Fishermen frozen sea foods. Agency: Ingalls & Miniter Co., Boston. Acct. Exec.: J. R. Miniter.

W. P. FULLER & Co., 301 Mission St., San Francisco, paints, glass and wallpaper. Adv. Exec.: L. H. Markwood. Agency: McCann-Erickson Inc., San Francisco. Acct. Exec.: H. Thomas.

FUNK BROS. SEED Co., 1300 W. Washington St., Bloomington, Ill., hybrid corn, soybean feed products and farm seeds. Acct. Exec.: R. J. Laible. Agency: E. H. Brown Adv., Chicago.

WILFRED FUNK Inc., 33 W. 46th St., New York, books. Adv. Exec.: Peter Funk. Agencies: Franklin Spier Inc., New York; Schwab & Beatty Inc., New York. Acct. Exec.: James Schwenck.

R. E. FUNSTEN Co., 1515 Delmar St., St. Louis, Funsten's pecans. Agency: Oakleigh R. French & Assoc., St. Louis.

R. H. FYFE & Co., 2001 Woodward St., Detroit, shoes.

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THE GABRIEL Co., 1523 E. 45th St., Cleveland, Ohio, shock absorbers, coil springs, thermostats, metalume and celastic. Agencies: Hubbell Adv. Inc., Cleveland. Acct. Exec.: Frank Hubbell; Gregory & House Inc., Cleveland.

GABY Co., 1825 N. 6th St., Philadelphia, Gaby greaseless sun-tan lotion, greaseless hand lotion, sun-tan oil and anti-chap Radnai hand cream. Agency: The Joseph Katz Co., New York. Acct. Exec.: A. R. Bochroch.

THE GADGET-OF-THE-MONTH CLUB Inc., 6600 Lexington Ave., Los Angeles, sampling new products via club memberships. Adv. Exec.: James Marshall. Agency: David - Harrison - Simmonds, Los Angeles. Acct. Exec.: T. S. Simmonds.

GADGET PREVUE SYSTEM OF AMERICA Ltd., 6600 Lexington Ave., Los Angeles, sampling new products via home demonstrations. Adv. Exec.: Peggy Ryan.

THE GALLAHER DRUG Co., 301 E. 1st St., Dayton, Ohio, retail drug stores. Adv. Exec.: E. U. Blom. Agency: Hugo Wagenseil & Assoc., Dayton, Ohio. Acct. Exec.: Hugo Wagenseil.

GALLO WINES, P.O. Box 1173, Modesto, Calif., Gallo wines (N) (S). Adv. Exec.: Neil Shaver. Agency: BBDO, San Francisco. Acct. Exec.: Christy Allen.

GALVESTON-HOUSTON BREWERIES Inc., Galveston, Tex., Southern Select beer. Adv. Exec.: H. S. Autrey. Agency: Ruthrauff & Ryan, Houston, Tex.

GAMBLE-SKOGMO Inc., 15 N. 8th St., Minneapolis, auto supplies, hardware, radio, appliances, and wearing apparel. Adv. Exec.: F. E. Johnson. Agency: BBDO, Minneapolis.

GARFIELD TEA Co., Tracy Ave., Hewlett, N. Y., Garfield tea and headache powders. Agency: Artwill Adv. Co., New York.

GARFIELD WILLIAMSON Inc., 1072 West Side Ave., Jersey City, N. J., Wonderlawn, Yankee, Green Circle grass seed, Plantspur, Imp fertilizers, Metameal slug-pestroyer, Winterlife bird food, Rhodono plant stimulant, Mako compost-fertilizer maker and Chinchex bug control powder.

GARRETT & Co., 882 3d Ave., Brooklyn, Virginia Dare wine, Paul Garrett sparkling burgundy and champagne, and Garrett's American wines. Adv. Exec.: C. B. Cole. Agency: David J. Mahoney Inc., New York.

GASETERIA Inc., 1031 E. Washington, Indianapolis, petroleum products. Adv. Exec.: Bernard C. McKay.

THE GATES RUBBER Co., 999 S. Broadway, Denver, Gates tires, tubes and batteries; Gates fan belts, radiator hose, car mats, industrial and garden hose, Vulco ropes, mechanical rubber goods, camelback and repair materials. Adv. Exec.: Ralph M. Heckman. Agencies: Cloyd F. Woolley Inc., Den-

(Continued on page 424)

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GENERAL CIGAR Co., 119 W. 40th St., New York, Robert Burns, White Owl, William Penn and Van Dyck cigars. Adv. Exec.: W. L. Rubin. Agencies: Federal Adv. Inc., New York (Van Dyck). Acct. Exec.: Jules Singer; Young & Rubicam Inc., New York (White Owl); Donahue & Coe Inc., New York (Robt. Burns). Acct. Exec.: Robert E. Rinehart.

GENERAL CONFERENCE OF SEVENTH-DAY ADVENTISTS, 6840 Eastern Ave., Takoma Park, Md., religious group sponsoring *Voice of Prophecy* (N) (S). Agency: Western Adv., Los Angeles. Acct. Exec.: Milton Carlson.

GENERAL CONTROLS Co., 801 Allen Ave., Glendale, Calif., pressure temperature and flow controls. Adv. Exec.: Henry B. Safford. Agency: Hixson-Jorgensen Inc., Los Angeles. Acct. Exec.: C. B. Hosking.

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GENERAL ELECTRIC Co., Lamp Div., Nela Park, Cleveland, GE lamps. Agencies: Foster & Davies Inc., Cleveland. Acct. Exec.: M. R. Davies; BBDO, Cleveland. Acct. Exec.: G. F. Cozzens.

GENERAL ELECTRIC SMALL APPLIANCE Div., 1285 Boston Ave., Bridgeport, Conn., electric housewares, clocks, vacuum cleaners, automatic blankets, fans and heating pads. Adv. Exec.: P. A. Wassmandorf. Agency: Young & Rubicam Inc., New York. Acct. Exec.: Harold Breitner.

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GENERAL GROCER Co., 301 S. 8th St., St. Louis, Topmost, American Lady, Like Fresh foods, Cobcut corn and Manhattan coffee. Adv. Exec.: Dana Brown. Agency: Olian Adv., St. Louis. Acct. Exec.: Margaret Hart Nelson.

GENERAL ICE CREAM Corp., 101 Nott Terrace, Schenectady, N. Y., Sealtest ice cream, milk and other dairy products; Deerfoot Farm meat products. Adv. Exec.: E. M. Rice. Agencies: McKee & Albright, Inc., Philadelphia; Dave Fris Adv. Co., Albany; Hoag & Provandie Inc., Boston; Baldwin, Bowers & Strachan, Buffalo, N. Y.; Charles L. Rumrill & Co., Rochester, N. Y.; N. W. Ayer & Son, Philadelphia.

GENERAL INSURANCE CO. OF AMERICA, General Insurance Bldg., Seattle. Agency: MacWilkins, Cole & Weber, Seattle.

GENERAL MILLS Inc., 400 2d Ave., Minneapolis. Wheaties, Kix, Cheerios, Bisquick, Betty Crocker cake mixes, Gold Medal kitchen tested flour, Softasilk cake flour, Crustquick bakers flour, Larro feeds and vitamin products; home appliances and industrial machinery. Adv. Execs.: C. S. Samuelson, W. B. Cash, G. S. Barnes and J. S. Fish. Agencies: Dancer-Fitzgerald-Sample Inc., New York. Acct. Execs.: Donald Manchester and H. M. Dancer (Gold Medal Kitchen tested flour, Softasilk cake flour and Cheerios, Betty Crocker cereal tray and cake mixes); Knox Reeves Adv., Minneapolis. Acct. Execs.: E. E. Syvester and Wayne Hunt (Wheaties, Bisquick and Crustquick); BBDO, Minneapolis. Acct. Exec.: J. M. Bridge (public relations and home appliances and Betty Crocker—TV); Tatham-Laird Inc., Chicago. Acct. Execs.: A. E. Tatham and G. A. Bolas; Zimmer, Keller & Calvert Inc., Detroit; Dancer-Fitzgerald & McDougall Inc., San Francisco.

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GRACE DOWNS MODEL & AIR CAREER SCHOOL, 1055 Fifth Ave., New York, model school. Agency: Gunn-Mears Adv., New York.

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GREEN SPOT Inc., 1501 Beverly Blvd., Los Angeles, Green Spot orange and grapefruit beverages and concord grape concentrate. Adv. Exec.: H. M. Kitchen. Agency: Beaumont & Hohman Inc., Los Angeles.

GREETING CARD ASSOC., 195 W. End Ave., New York, greeting cards. Agency: Schwab & Beatty Inc., New York.

WILLIAM GRETZ BREWING Co., 1536 Germantown Ave., Philadelphia, Gretz beer. Adv. Exec.: Karl L. Gretz. Agency: Scheideler, Beck & Werner Inc., New York. Acct Exec.: Philip Genthner.

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GRIESEDIECK WESTERN BREWERY Co., 1201 W. E St., Belleville, Ill., Stag beer. Adv. Exec.: Frank B. Griesedieck. Agency: Maxon Inc., Chicago. Acct. Execs.: Vinton Hall and Lester Sholty.

GRIESEDIECK WESTERN BREWERY Co., 3607 N. Florissant Ave., St. Louis, Hyde Park beer. Adv. Exec.: Frank B. Griesedieck. Agency: Erwin, Wasey & Co., Chicago. Acct. Exec.: Joe Benge.

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(Continued on page 426)

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GEORGE McKITTRICK & COMPANY

108 Fulton Street New York 38, N. Y.

Okla., Griffin's coffee, tea and canned foods. Agency: R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: E. A. Warner.

GRIFFIN Mfg. Co., 410 Willoughby Ave., Brooklyn, shoe polish. Adv. Exec.: W. F. Smith. Agency: Bermingham, Castleman & Pierce Inc., New York. Acct. Exec.: A. Bermingham.

GRIGGS, COOPER & Co., 1821 University St., St. Paul, Minn., Home Brand foods; Minuet crackers and cookies; Sweetest Maid candies. Agency: Campbell-Mithun Inc., Minneapolis.

GRINNELL BROTHERS, 1515 Woodward Ave., Detroit, pianos, television and musical instruments. Adv. Exec.: Louise Herald.

GROCERY STORE PRODUCTS Co., West Chester, Pa. Agencies: Campbell-Ewald Co., Chicago (Foulds products); Ted Bates & Co., New York. (Kitchen Bouquet, Cream of Rice and B in B mushrooms). Acct. Exec.: J. R. Bush.

THE GROLIER SOCIETY Inc., 2 W. 45th St., New York, The Book of Knowledge (set and annual), Book of Popular Science (set), Land and People (set) and The Grolier Encyclopedia. Adv. Exec.: Don S. Taylor. Agencies: Doyle Dane Bernbach, New York. Acct. Exec.: Joseph Dailey; John Shrager Inc., New York; Wertheim, E. Taylor, New York.

GROSSET & DUNLAP Inc., 1107 Broadway, New York, books (reprint, juvenile and original). Agency: Sussman & Sugar Inc., New York. Acct. Exec.: Melvin Fauer.

JULIUS GROSSMAN Inc., 415 Fifth Ave., New York, Pedemode and Julius Grossman shoes for women. Adv. Exec.: Samuel G. Staff. Agency: Sterling Adv., New York. Acct. Exec.: Wm. Forray.

THE GROVE Co., 8300 Manchester St., St. Louis, jackets for boys, men, women and girls; children sportswear items. Agency: Hirsch & Rutledge Inc., St. Louis. Acct. Exec.: Maurice Hirsch.

GROVE LABS. Inc., 8877 Ladue Rd.. St. Louis, cold tablets. Adv. Exec.: Robert J. Piggott. Agencies: Gardner Adv., St. Louis (Bromo-Quinine cold tablets (S)). Acct. Exec.: Charles E. Claggett; Harry B. Cohen Adv., New York (4-Way Brand cold tablets, Grove's chill tonic and Pfunder' tablets (S)). Acct. Exec.: Harry B. Cohen.

THE GRUEN WATCH Co., Time Hill, Cincinnati, wrist and pocket watches. Agencies: McCann-Erickson, New York; Locke, Johnson & Co. Ltd., Toronto.

GUARANTEE TRUST LIFE INSURANCE Co., 624 S. Michigan Ave., Chicago, insurance. Agency: J. L. Stewart Agency, Chicago. Acct. Exec.: J. L. Stewart.

THE GUIBERSON Corp., 1000 Forest Ave., Dallas, oil field equip. Adv. Exec.: Harry S. Zane Jr. Agency: Rogers & Smith, Dallas. Acct. Exec.: Dave McConnell.

J. H. GUILD Co., Rupert, Vt., Dr. Guild's Green Mountain asthmatic compound and asthmatic cigarettes. Agency: Chas. W. Hoyt Co., Inc., New York. Acct. Exec.: F. A. Whipple.

CHARLES GULDEN Inc., 50 Elizabeth St., New York, Gulden's mustard. Adv. Exec.: A. Schief. Agency: Chas. W. Hoyt Co., New York.

GULF BREWING Co., 5301 Polk Ave., Houston, Tex., Grand Prize beer. Adv. Exec.: Rex E. Potter. Agency: Foote, Cone & Belding, Houston. Acct. Exec.: Lovick Draper.

GULF OIL Corp., Gulf Bldg., Pittburgh, That Good Gulf, No-Nox gasoline motor-fuel, Gulfpride, Gulflube and Supreme motor oil. Adv. Exec.: W. E. Dermody. Agencies: Young & Rubicam, New York. Acct. Exec.: Paul C. Richardson; Calkins & Holden, Carlock, McClinton & Smith Inc., New York. Acct. Exec.: J. Sherwood Smith.

GUNTER HOTEL Corp., 205 E. Houston St., San Antonio. Adv. Exec.: W. E. Corrin. Agency: Pitluk Adv. Co., San Antonio, Tex.

GUNTHER BREWING Co., 1211 S. Conkling St., Baltimore, beer and ale. Agency: Biow Co., New York.

GURNEY SEED & NURSERY Co., Yankton, S. D., seeds. Adv. Exec.: Jack Foster. Agency: Staples & Travis Inc., Kansas City. Acct. Exec.: Lawrence S. Staples.

GUSTINETTES Inc., 30-28 Starr Ave., Long Island City, Gustinettes slippers, Good'nites, Beachcharmers and M. Gustin Originals. Agency: Guilford Adv., New York. Acct. Exec.: Frances Guilford.

GUTHRIE BISCUIT Co., 116 New Montgomery St., San Francsico, Busy Baker soda crackers, Pirates' Gold grahams and Tea Timer party crackers. Adv. Exec.: C. J. Kellogg. Agency: Ruthrauff & Ryan, San Francisco, Acct. Exec.: Geo. Lichty.

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THE H-B SALES Co., Div. of C. A. Briggs Co., 19 Brooks St., Brighton, Mass., H-B cough drops. Agency: Chambers & Wiswell Inc., Boston.

H & H CLEANER Co., 134 E. Locust St., Des Moines, Iowa, H & H rug, carpet and upholstery cleaner. Agency: Aubrey, Finley, Marley & Hodgson Inc., Chicago. Acct. Exec.: Leonard Krick.

H. & S. SALES Co., 1665 N. Milwaukee Ave., Chicago, H & S cigarette case and lighter. Agency: Roberts, Mac Avinche & Senne, Chicago.

HAAS, BARUCH & Co., 4700 Boyle Ave., Los Angeles, Iris and Black & White canned and preserved foods. Adv. Exec.: B. Kerker. Agency: Erwin, Wasey & Co., Los Angeles.

A. C. L. HAASE Co., 4300 Geraldine St., St. Louis, spanish olives, olive oil, maraschino cherries, barbecue and cocktail sauce and pickled fish. Adv. Exec.: H. I. Finch Jr., Agency: Hirsch & Rutledge Inc., St. Louis.

HABCO MFG Co., Columbus, Neb., Habco all-galvanized corn cribs, Habco jet all-purpose portable crop driers, Habco commercial grain driers and electric hammermills. Agency: Ayres & Assoc., Lincoln, Neb.

HABITANT SOUP Co., Commercial St., Manchester, N. H., soups. Adv. Exec.; Remi Limoges. Agency: Chambers & Wiswell Inc., Boston.

HAFFENREFFER & Co., 30 Germania St., Boston, Pickwick ale and Boylston beer. Adv. Exec.: T. C. Haffenreffer Jr. Agency: H. B. Humphrey, Alley & Richards, Boston.

HAFNER ASSOCIATES Inc., 350 Fifth Ave., New York, upholstery and plastic fabrics. Agency: Humbert & Jones, New York. Acct. Exec.: Kingsley E. Humbert.

HALEY CANNING Co., 560 S. 4th St., Hillsboro, Ore., canned meat and chicken products. Agency: Shonwalter Lynch Adv., Portland.

HALF MOON FRUIT & PRODUCE Co., 161 Washington St., San Francisco, Salton Sea brand grapefruit, Meil-Glow and Valley King brands strawberries; melons and turkeys, packaged tomatoes. Agency: Wank & Wank, San Francisco. Acct. Exec.: Roland Hauck.

HALL BROS. Inc., 25th & Grand Ave., Kansas City, Hallmark greeting cards. Agency: Foote, Cone & Belding, Chicago.

MARTIN L. HALL Co., 365 C St., Boston, Victor coffee. Agency: John C. Dowd Inc., Boston.

HALL-NEAL FURNACE Co., 1324 N. Capital Ave., Indianapolis, Ind., Victor gas, oil and coal furnaces. Agency: Sidener & Van Riper Inc., Indianapolis.

HALL OF ART, 13 E. 40th St., New York, paintings. Agency: Chas Z. Offin Adv., New York.

ROBERT HALL CLOTHES Inc., 1241 Broadway St., New York, clothing. Adv. Exec.: Patrick J. O'Neill. Agency: Frank B. Sawdon Inc., New York. Acct. Exec.: F. B. Sawdon.

THE HALLICRAFTERS Co., 4401 W. Fifth St., Chicago, TV and short wave radio communications equipment. Adv. Exec.: J. S. Mahoney. Agency: Sorenson & Co., Chicago. Acct. Exec.: Roy Sorenson.

HAMILTON-BEACH Co., Racine, Wis., Food mixers, vacuum cleaners, service equipment for fountain, restaurant and bar. Adv. Exec.: John R. Egan. Agencies: Erwin, Wasey & Co., Chicago. Acct. Exec.: Don Elrod (domestic appliances); Western Adv. Inc., Racine, Wis. Acct. Exec.: Taylor Brokaw (commercial appliances).

THE HAMILTON Co., 600 Oakland Ave., N. E., Cedar Rapids, Iowa, farm implements and seeds. Agency: Altman-Gilbert Adv., Cedar Rapids. Acct. Exec.: Margaret Gilbert.

HAMLINS WIZARD OIL Co., 230 W. Huron St., Chicago, Hamlins Wizard Oil. Agency: Barnes Adv. Inc., Milwaukee, Wis.

THEO. HAMM BREWING. Co., 720 Payne Ave., St. Paul, Minn., Hamm's beer. Agency: Campbell-Mithun, Minneapolis. Acct. Exec.: Richard Forrest.

HAMPDEN BREWING Co., 4595 N. Chicopee St., Willimansett, Mass., Hampden mild ale and Hampden dry lager beer. Adv. Exec.: William J. Massey. Agency: Reingold Co., Boston. Acct. Exec.: H. Q. Reingold.

HANCE BROS. & WHITE Co., 12th & Hamilton Sts., Philadelphia, Frog-in-your-Throat? Gasoda and Phenol Sodique. Adv. Exec.: Richard A. Kaskey. Agency: Aitkin-Kynett Co., Philadelphia. Acct. Exec.: M. Slomin.

PETER HAND BREWERY Co., 1000 W. North Ave., Chicago, Meister Brau beer. Agency: BBDO, Chicago. Acct. Exec.: George Vonderlin.

HANDEE FARM EQUIPMENT Corp., Bettendorf, Iowa, conversion tractor axle. Adv. Exec.: R. H. Swartz. Agency: Bawden Bros. Inc., Davenport, Iowa.

THE JAMES HANLEY Co., 35 Jackson St., Providence, R. I., Hanley ale and lager beer. Agency: Ted Black Agency, Reading, Pa.

HAPPINESS TOURS, 39 S. State St., Chicago, All-expense plan tours. Agency: Engel Adv., Chicago. Acct. Exec.: Frank Engel.

HARDWARE MUTUALS, Stevens Point, Wis., mutual casualty and fire insurance. Adv. Exec.: H. E. Manske. Agency: Roche, Williams & Cleary Inc., Chicago. Acct. Exec.: Stewart Weston.

HARFORD FROCKS Inc., 3301 Colerain Ave., Cincinnati, dresses. Adv. Exec.: C. E. Israel. Agency: E. H. Brown Adv., Chicago. Acct. Exec. Harry Schneiderman.

HARIAN PUBLISHING Co., Greenlawn,, N. Y., travel, geographic topics and books. Agencies: Metropolitan Adv. Co., New York. Acct. Exec.: Harry D. Adair; Huber Hoge & Sons, New York. Acct. Exec.: Herman Liebenson.

H. M. HARPER Co., 8200 Lehigh Rd., Morton Grove, Ill., non-ferrous and stainless steel fastenings. Agency: The Buchen Co., Chicago. Acct. Exec.: Leon Morgan.

THE H. HARRIS Co., 174 E. 4th St., St. Paul, Minn., Harrismoor coats and Harriswear men's and women's jackets and stormcoats. Agency: Melamed-Hobbs Inc., St. Paul, Minn. Acct. Exec.: Louis Melamed.

HARRIS, UPHAM & Co., 14 Wall St., New York, stocks, bonds, commodities. Adv. Exec.: J. F. Burns. Agency: Lewin, Williams & Saylor Inc., New York. Acct. Exec.: Wray Kennedy.

A. S. HARRISON Co., South Norwalk, Conn., Preen floor wax, K. T. wall wax and Preenet. Adv. Exec.: Jacques Wiese. Agency: Calkins & Holden, Carlock, McClinton & Smith, New York. Acct. Exec.: Z. C. Barnes.

HARRISON HOT SPRINGS HOTEL, Harrison, B. C. Canada, resort hotel. Agency: James Lovick & Co. Ltd., Toronto. Acct. Exec.: D. L. Craig.

HARRISON PRODUCTS Inc., 45 2d St., San Francisco, Shut-Eye and NoDoz awakeners tablets. Agency: Sidney Garfield & Assocs., San Francisco.

HART PUBLISHING CO., 114 E. 32d St., New York, books.

HART & VICK Inc., 55 Stone St., Rochester, N. Y., seeds and plants. Agency: Hart-Conway Co., Rochester, N. Y. Acct. Exec.: Ward Philips.

HARTFORD FARMS, Hartford, Mich., nursery. Adv. Exec.: C. de Jong. Agencies: Forrest U. Webster, Detroit; Boulette Agency, Three Rivers, Mich.

HART'S BAKERY, 647 Madison St., Memphis, Tenn., Hart's bread. Agency: Action Adv., Memphis. Acct. Exec.: Bill Killebrew.

HARVEY-WHIPPLE Inc., 2155 Columbus Ave., Springfield, Mass., Master Kraft conversion oil burners, warm air conditioning equipment and boiler burner units.

HARWOOD PHARMACAL Co., 507 Central Ave., Newark, N. J., Snooze tablets. Adv. Exec.: A. G. Horowitz. Agency: London Adv., Newark, N. J. Acct. Exec.: Nathan London.

HASKINS BROS. & CO., Div. of Manhattan Soap Co., Omaha, Neb., Blue Barrell and Trilby soap. Agency: Schneider, Beck & Werner Inc., New York.

HATHAWAY BAKERIES Inc., 44 Life St., Boston, Life breads and cake. Agency: Bresnick & Co., Boston.

HAUCK BAKERY Co., 1436 O'Fallon St., St. Louis, bread and cakes.

HAXTON FOODS Inc., Maple Ave., Oakfield, N. Y., canned vegetables. Adv. Exec.: William V. Bindnagle. Agency: Hart-Conway Co., Rochester, N. Y. Acct. Exec.: J. B. Brown.

HECHT Co., F at 7th St., N. W., Washington, D. C., department store. Adv. Exec.: Richard Meyer. Agencies: Lester Harrison Inc., New York; Harwood Martin Adv., Washington, D. C.

HEEMAN Mfg. Co., 515 Palmer St., Wooster, Ohio, Wooster dog ration and Lawnbuilder. Agency: Meermans Inc., Cleveland.

HEET DIV. OF DEMERT & DOUGHERTY Inc., 3001 W. 47th St., Chicago, Heet gas line anti-freeze. Agency: Ruthrauff & Ryan Inc., Chicago.

HEGER PRODUCTS Co., 425 1st St. N. W., North, St. Paul, dog food. Adv. Exec.: R. Knox. Agency: Ray C. Jenkins Adv., Minneapolis.

THE HEIL Co., 3000 W. Montan St. Milwaukee, truck bodies and hoists, oil burners, truck tanks, dehydrators and bottle washers. Adv. Exec.: H. F. Pugh. Agencies: Hoffman & York Inc., Milwaukee. Acct. Exec.: Scott Fitz; Cramer-Krasselt Co., Milwaukee. Acct. Exec.: Paul Godfrey.

G. HEILEMAN BREWING Co., 1027 S. Third St., La Crosse, Wis., Heilman's Old Style Lager beer. Adv. Exec.: C. L. McCall. Agency: Gordon Best Co., Chicago. Acct. Exec.: Gordon Best.

H. J. HEINZ Co., 1062 Progress St., Pittsburgh, 57 Varieties food products and Sun-Maid raisins. Adv. Exec.: Arthur Dimond. Agencies: Maxon Inc., Detroit. Acct. Exec.: Geo. Eversman; MacLaren Adv. Co., Ltd., Toronto; National Export Adv. Inc., New York.

HELIN TACKLE Co., 3669 Meldrum St., Detroit, Flatfish fishing lures. Agency: Dudgeon, Taylor & Bruske Inc., Detroit. Acct. Exec.: W. C. Dudgeon.

HELWIG & LEITCH Inc., 101 N. Haven St., Baltimore, Majestic beverage syrup, mayonnaise and pickles. Adv. Exec.: L. Chickering. Agency: Harrison Pitt Inc., Baltimore. Acct. Exec.: Merlin J. Pitt.

HELZBERG'S, MIDDLE WEST'S LARGEST JEWELERS, 1013 A McGee St., Kansas City, jewelry stores. Adv. Exec.: G. H. Yukon. Agency: Schwimmer & Scott, Chicago, Acct. Exec.: R. J. Scott.

PETER HENDERSON, STUMPP & WALTER Co., 1010 Garfield Ave., Jersey City, N. J., seedsmen and garden supplies. Agency: E. M. Freystadt Assos. Inc., New York.

HENLEIN BROS., Co., 205 W. 4th St., Cincinnati, shirts and slacks. Adv. Exec.: Paul L. Henlein. Agencies: Kellor & Stites Co., Cincinnati; S. C. Baer Co., Cincinnati.

THE HENNAFOAM Co., 733 Broadway, New York, Gleam shampoo, Sattay creme shampoo and Lustrefoam cream shampoo. Adv. Exec.: Dorothy G. Horowitz. Agency: Will Burgess & Co., New York.

HENRI'S FOOD PRODUCTS Co., 233 E. Keefe Ave., Milwaukee, Henri's Tas-Tee dressing and Henri's french dressing. Agency: The Cramer-Krasselt Co., Milwaukee.

J. FRED HENRY PUBLICATIONS Inc., 444 Madison Ave., New York, Screenland, Silver Screen and Skyways magazines.

JOS. HENSLER BREWING Co., 73 Wilson Ave., Newark, N. J., Hensler's beer. Adv. Exec.: Don Stedfeld. Agency: Lewin, Williams & Saylor Inc., Newark, N. J. Acct. Exec.: Richard H. Gulick.

HERCULES POWDER Co., Delaware Trust Bldg., Wilmington, Del., explosives, cellulose products, naval stores, paper making chemicals and industrial chemicals. Agency: Fuller & Smith & Ross Inc., New York. Acct. Exec.: Walter Morris.

HERSHEL CALIFORNIA FRUIT PRODUCTS Co., San Jose, Calif., Contadina tomato paste. Agency: Brisacher, Wheeler & Staff, San Francisco.

HEYWOOD BOOT & SHOE Co., 70 Winter St., Worcester, Mass., Heywood and Matrix shoes for men.

THE HIBERNIA NATIONAL BANK IN NEW ORLEANS, New Orleans, La. bank service. Agency: William B. Wisdom Inc., New Orleans.

HICKOK OIL Corp., 2313 Madison Ave. Toledo, petroleum products. Adv. Exec.: F. L. Tracy. Agency: The Miller Agency Co., Toledo.

BESSIE V. HICKS SCHOOL OF DRAMATIC ARTS, 1425 Chestnut St., Philadelphia, school. Agency: Gray & Rogers, Philadelphia.

HILEX Co., 319 E. Kellogg Blvd., St. Paul, Hilex. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Goodwin Alarik.

HILL POULTRY SERVICE Co., 940 E. Clarendon Drive, Dallas, poultry remedies. Agency: R. J. Burke Adv., Dallas.

THE HILLS BROS. Co., 110 Washington St., N. Y., Dromedary food products. Agency: Biow Co., New York.

HILLTOP LABS. Inc., 718 Washington Ave., Minneapolis, poultry remedies. Adv. Exec.: Henry N. Schmidt. Agency: Frizzell Adv. Inc., Minneapolis.

HILTON HOTELS Corp., 720 Michigan Ave., Chicago, hotels. Agencies: Needham & Grohmann, New York. Acct. Exec.: H. Victor Grohmann; Kircher, Helton & Collett Inc., Dayton.

HINZE AMBROSIA Inc., Ambrosia

cleanser, cream, tightner, powder and cleansing pads; cologne after shave lotion. Agency: Street & Finney Inc., New York.

HI-V Corp. 280 Jelliffe Ave., N. J., Hi-V orange juice and food concentrates. Agency: Franklin Bruck Adv., New York. Acct. Exec.: Franklin Bruck.

H. H. HIXSON & Co., 1218 N. Halsted St., Chicago. Hixson's coffee. Agency: Ewell & Thurber Assoc., Chicago. Acct. Exec.: Earl E. Sproul.

THE HOBART Mfg. Co., Penna. Ave., Troy, Ohio, food store, kitchen and bakery equipment. Adv. Exec.: J. Don Mason. Agency: Kircher, Helton & Collett Inc., Dayton. Acct. Exec.: James Hadley.

HOBEN CANDY Corp., Ashley, Ill., Hoben's chocolate malted. Agency: Grant Adv., Dallas. Acct. Exec.: Samuel W. Hepworth.

HOFFMAN BEVERAGE Co., 400 Grove St., Newark, N. J., Hoffman pale dry ginger ale, club soda, tom collins mixer, assorted fruit beverages, distrs. of Pabst Blue Ribbon beer. Adv. Exec.: Barney Brienza. Agency: Warwick & Legler, New York. Acct. Exec.: Henry Legler.

HOFFMAN CANDY Co., 6600 Avalon Blvd., Los Angeles, Cup-O-Gold candy bar. Adv. Exec.: Harry Boartosh. Agency: The Mayers Co., Los Angeles. Acct. Exec.: Larry Lewin.

RUBE P. HOFFMAN Co., 766 S. Los Angeles St., Los Angeles, woolen and rayon piece goods.

HOGAN LABS. Inc., 155 Perry St., New York, products licensed under Hogan Faximile system patents.

JOHN HOHENADEL BREWERY Inc., Conrad & Indian Queen Lane, Philadelphia. Hohenadel beer and Indian Queen ale. Adv. Exec.: George R. Moore. Agency: Seberhagen Inc., Philadelphia. Acct. Exec.: F. Howard Seberhagen.

M. HOHNER Inc., 351 4th Ave., New York, harmonicas, accordions and piano accordions. Agency: The Bobley Co., New York.

HOLCOMB & HOKE Mfg. Co., 1545 Van Buren St., Indianapolis, Ind., Foldoor accordion type folding door, Fire Tender stokers, Silent Breeze ventilating fans, Motosaver cooling system cleaner and H & H visible fast oil changer. Agencies: A. V. Grindle Adv., Indianapolis. Acct. Exec.: A. V. Grindle (stokers and fans); Keeling & Co., Indianapolis. Acct. Exec.: L. T. Sogard.

HOLIDAY BRANDS Inc., South St., Walpole, Mass., Holiday soluble coffee. Agency: Hoag & Provandie Inc., Boston. Acct. Exec.: Paul Provandie.

HOLLEB & Co., 3225 S. Western Ave., Chicago, Holleb's Supreme foods. Adv. Exec.: Nat Holleb. Agency: Kuttner & Kuttner Inc., Chicago. Acct. Exec.: Chester Kuttner.

THE R. M. HOLLINGSHEAD Corp., 840 Cooper St., Camden, N. J., Whiz aviation, industrial, automotive and household chemical products, including Whiz motor rhythm, Ho-Zof venus polish, hydraulic brake fluid and lusterize cleaner. Agencies: Campbell-Mithun Inc., Chicago. McConnell, Eastman & Co., Ltd., Toronto.

HOLLYVOGUE OF CALIFORNIA 2700 S. Grand Ave., Los Angeles, hosiery.

HOLLYWOOD FILM STUDIOS, 7021 Santa Monica Blvd., Hollywood, photo enlargements. Agency: Harold S. Schwartz & Assoc., Chicago.

HOLLYWOOD SHOE POLISH Inc., 105-78 Van Wyck Blvd., Richmond Hill, N. Y., shoe polish and Sami-White. Adv. Exec.: Irving Sternberg. Agency: Wendell P. Colton Co., New York.

D. H. HOLMES Co., 819 Canal St., New Orleans, La., department store. Agency: Walker Saussy Adv., New Orleans.

HOLSTEIN-FRIESIAN ASSN. of America, Brattleboro, Vt., dairy cattle. Adv. Exec.: Ben Brown. Agency: Meermans Inc., Cleveland. Acct. Exec.: J. P. Garlough.

HENRY HOLT & Co., 383 Madison Ave., New York, books, magazines and records. Adv. Exec.: Fred S. Rosenay. Agencies: Denhard, Pfeiffer & Wells Inc., New York. Acct. Exec.: Andrew Stewart. Maxwell Sackheim & Co., New York; Thwing & Altman Inc., New York.

HO-MA SALES Co., 725 W. Fulton Market St., Chicago, Ho-Ma shrimp. Adv. Exec.: I. F. Roth. Agency: Frederic R. Kleiman Adv., Chicago.

HOME-MAKERS HAVEN, 73-04 37th Ave., Jackson Heights, N. Y., kitchen utensils. Adv. Exec.: King Rosenbaum.

HOME PRODUCTS INTERNATIONAL, 22 E. 40th St., New York. Agencies: McCann-Erickson Inc., New York. Acct. Exec.: Arthur L. Grimes; Dillon-Cousins & Assoc., New York.

HOMECRAFTS, 799 Broadway, New York, books. Agencies: Palace Adv., New York. Acct. Exec.: Nat Sokol; Huber Hoge & Sons, New York.

HOMESTEAD VALVE Mfg. Co., Box 348, Coraopolis, Pa., valves, steam-cleaning machines and cleaning compounds. Adv. Exec.: Elliott G. Johnson. Agency: Smith, Taylor & Jenkins Inc., Pittsburgh.

HOMIX PRODUCTS Inc., 120 Wall St., New York, OZ mixes. Agency: Roy S. Durstine Inc., New York. Acct. Exec.: Ralph Allum.

HONEY-BUGS Inc., 47 W. 34th St., New York, Honeybugs slippers. Adv. Exec.: Edward White. Agency: Herbert W. Frank Adv., Boston.

THE HONIG Corp., 710 N. Citrus Ave., Hollywood, Honig's-Pelicosal hair and scalp lotion.

HOOD CHEMICAL Co., 1937 S. Broad St., Philadelphia, 33 bleech, Zero, EZ starch and Aunt Phoebe's ammonia. Agency: Hilton & Riggio Inc., New York.

HOOKER GLASS & PAINT Mfg. Co., 659 W. Washington Blvd., Chicago, Kingpaint. Adv. Exec.: B. W. Kunst. Agency: Proebsting-Taylor Inc., Chicago.

HOPKINS & HOPKINS PHARMACEUTICAL Co., 37 N. 2d St., Philadelphia. Agency: Joseph J. Rossi, Philadelphia.

HORLACHER BREWING Co., 311 Gordon St., Allentown, Pa., Perfection and Short Snorter and Horlacher's and Coburger beer. Agency: W. Wallace Orr Inc., Philadelphia.

HORLICKS Corp., 2120 Northwestern Ave., Racine, Wis., Horlicks malted milk, powder and tablets; Horlicks instant cocoa. Agency: Ruthrauff & Ryan Inc., Chicago.

GEORGE A. HORMEL & Co., Austin, Minn., Hormel Good Foods and Flavor-Sealed products. Adv. Exec.: Carson J. Morris. Agencies: BBDO, Minneapolis; Robert Otto & Co., New York.

HORN & HARDART BAKING Co., 208 S. Warnock St., Philadelphia, Automat chain restaurants and retail shops. Agency: The Clements Co., Philadelphia.

JACOB HORNUNG BREWING Co., 3111 N. 22 St., Philadelphia, Hornung beer, ale, and porter and Londonderry ale. Agency: The Clements Co., Philadelphia. Acct. Exec.: Robert Smith.

HOROWITZ BROS. & MARGARETEN, Review Ave. at 29th St., Long Island City, N. Y., Horowitz-Margareten matzoths and noodle products, canned chicken products and Kosher food specialties. Agencies: The Keilson Co., New York; Advertisers Broadcasting Co., New York.

HOTEL HOLLYWOOD KNICKERBOCKER, 1714 N. Ivar St., Hollywood.

HOTPOINT Inc., 5600 W. Taylor St., Chicago, electric ranges, refrigerators, food freezers, water heaters, dishwashers, disposal, washing machines, clothes dryers, ironers, steel and aluminum cabinets and commercial cooking equipment. Adv. Exec.: C. C. Gramer. Agencies: J. R. Pershall Co., Chicago (home appliance trade); Maxon Inc., Chicago (home appliance consumer); Casler, Hempstead & Hanford Inc., Chicago (commercial cooking equipment).

HOT SPRINGS CHAMBER OF COMMERCE, 115 Central Ave., Hot Springs, Ark., Hot Springs National Park. Agency: Brooks-Pollard Co., Little Rock, Ark.

HOUGHTON MIFFLIN Co., 2 Park St., Boston, books. Adv. Exec.: Constance P. Coyle. Agency: Hermon W. Stevens Agency, Boston.

HOUSE BEAUTIFUL CURTAINS, Inc., 36 W. 25th St., New York, House beautiful, Framettes, Shur-drape and Frame-Val curtains. Agency: Bachenheimer-Lewis, New York. Acct. Exec.: Paul Kallan.

THE HOUSE FOR MEN Inc., 609 N. LaSalle St., Chicago, men's toiletries. Agency: Earl B. Shields Adv., Chicago.

HOUSE OF GODDARD, 317 W. Van Buren St., Chicago, Quilt lady. Agency: Marfree Agency: Chicago.

HOUSE OF OLD MOLINEAUX Inc., 35 Lansdowne St., Boston. California, Old Molineaux and imported Molineaux, Three Monks and Old Madrid wines. Adv. Exec.: Joseph T. Hanlon. Agency: Hirshon-Garfield, Boston.

HOUSE OF SEEDS, 405 E. 74th St., New York, seeds, bulbs, plants. Agency: Griffin, Appel Assoc., New York. Acct. Exec.: J. T. Southwell.

THE HOUSE OF VISION, 30 N. Michigan Ave., Chicago, glasses and frames. Agency: Stubbs & Montgomery Inc., Chicago. Acct. Exec.: M. M. Montgomery.

HOUSEHOLD FINANCE Corp., 919 N. Michigan Ave., Chicago, consumer finance service. Adv. Exec.: N. T. Schwin. Agency: Needham, Louis & Brorby Inc., Chicago. Acct. Exec.: James G. Cominos.

THE HOUSTON CHRONICLE, 512-20 Travis St., Houston, daily paper.

HOUSTON PACKING Co., 3301 Navigation Blvd., Houston, Jasmine ham, bacon, shortening and sausage. Agency: Ruthrauff & Ryan Inc., Houston.

HOWARD FOOD PRODUCTS Co., 16 Sutton St., North Andover, Mass., mayonnaise, old fashioned picalilli, sweet mustard pickles and pure preserves.

HOWARD STORES Corp., 40 Flatbush Ave. Extension, Brooklyn, N. Y., men's and boys' clothing and furnishings. Agency: Peck Adv., New York.

W. J. HOWEY Co., Howey-in-the-Hills, Fla., Lifeguard citrus fruits.

HUBBARD MILLING Co., Mankato, Minn., Hubbard's Sunshine concentrates and Mother Hubbard flour. Agency: Kinnard & Kinnard Inc., Minneapolis.

THE HUBINGER Co., 601 Main St., Keokuk, Iowa, Quick elastic starch. Agency: Compton Adv. Inc., Chicago.

THE HUDEPOHL BREWING Co., 40 E. McMichen Ave., Cincinnati, Hudepohl beer and Chevy ale. Agency: Stockton, West & Burkhardt Inc., Cincinnati.

HUDNUT SALES Co., 113 W. 18th St., New York, Du Barry beauty preparations, Hudnut perfumes of distinction, Richard Hudnut hair preparations, Richard Hudnut home permanents, Richard Hudnut salon, Chen Yu nail lacquer and Chen Yu products. Adv. Exec.: J. Canne. Agencies: Kenyon & Eckhardt Inc., New York (DuBarry and other beauty preparations, Richard Hudnut hair preparations, Richard Hudnut home permanent wave, Chen Yu nail lacquer and products); Abbott Kimball Co., New York, (DuBarry success school and salon services); Dancer-Fitzgerald-Sample Inc., New York (Tru-Tint).

THE HUDSON COAL Co., 424 Wyoming Ave., Scranton, Pa., Hudson anthracite. Agency: The Clements Co., Philadelphia.

HUDSON HOUSE Inc., 325 S. E. Water St., Portland, Ore., canned foods. Adv. Exec.: Ralph Madsen. Agency: Blitz Adv. Agency, Portland, Ore. Acct. Exec.: Arnold Blitz Jr.

THE J. L. HUDSON Co., 1206 Woodward St., Detroit, Mich., department store. Adv. Exec.: Wm. B. Bond. Agencies: Morey, Humm & Johnstone, New York; Wolfe-Jickling-Conkey Inc., Detroit.

HUDSON MOTOR CAR Co., 12601 E. Jefferson Ave., Detroit, Hudson passenger cars. Agencies: Brooke, Smith, French & Dorrance Inc., Detroit. Acct. Exec.: George Johnston; Ronalds Adv. Ltd., Toronto.

HUDSON PULP & PAPER Corp., 505 Park Ave., New York, Hudson Table, Hudson Reanbow, Hudson Guest, Hudson Damask napkins and towels; Ultra Soft toilet tissue, Leading Lady tissue; Blue Ribbon, Orange Core gummed tape and Multiwall sacks. Adv. Execs.: Richard C. Staelin and Julian B. Mendelsohn. Agencies: Biow Co., New York. Acct. Execs.: John Toigo and Louis Berger (Hudson napkins); Robertson & Buckley Inc., Chicago. Acct. Exec.: Scott Robertson (Blue Ribbon and Orange Gummed tape and Multiwall sacks).

HULL HOTELS, 7006 Hollywood Blvd., Hollywood, hotels. Agency: Walter McCreery Inc., Beverly Hills, Calif.

HULMAN & Co., 900 Wabash Ave., Terre Haute, Ind., Clabber Girl baking powder and KC baking powder foods. Agency: Pollyea Inc., Terre Haute, Ind.

HUMBLE OIL & REFINING Co., Main & Polk Sts., Houston, petroleum products. Adv. Exec.: G. A. Mabry. Agencies: McCann-Erickson, New York. Acct. Exec.: J. L. Deane; Wilkinson-Schiwetz & Tips Inc., Houston. Acct. Exec.: J. B. Wilkinson.

THE HUMKO Co., 1702 N. Thomas St., Memphis, Tenn., Humko cream white and Kopald shortening. Adv. Exec.: John H. Curtis. Agency: Simon & Gwynn, Memphis, Tenn. Acct. Exec.: Milton Simon.

HUMPHREYS MEDICINE Co., 273 Lafayette St., New York, Humphrey's family medicines, witch hazel, ointment and Trokell's. Agencies: G. F. Sweet & Co. Inc., Hartford, Conn.; Atherton & Currier Inc., New York (Trokells).

C. HOWARD HUNT PEN Co., 7th & State St., Camden, N. J., Boston pencil sharpeners, Hunt pens, Speedball drawing and lettering materials. Agency: Stewart-Jordan Co., Philadelphia. Acct. Exec.: D. J. Crouse.

HUNT FOODS Inc., 1747 W. Commonwealth Ave., Fullerton, Calif., Hunt food products and Pride of the Farm catsup. Agency: Young & Rubicam, Hollywood. Acct. Exec.: E. E. Smith.

HUNTER ENGINEERING Co., Hunter Ave. & Ladue Rd., St. Louis, Tune-In wheel balancer. Agency: Oakleigh R. French & Assoc., St. Louis.

(Continued on page 428)

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E. F. HUTTON & Co., 61 Broadway, New York, financial literature service. Agencies: Doremus & Co., New York. Acct. Exec.: Barry McMennamin; Erwin, Wasey & Co., Los Angeles.

THE HYDRO-ELECTRIC POWER COMMISSION OF ONTARIO, 620 University Ave., Toronto, electric services. Agency: Harry E. Foster Adv. Ltd., Toronto. Acct. Exec.: R. B. Wakely.

HYDROX Corp., 415 East 24th St , Chicago, Hydrox Sealtest ice cream. Agency: Dancer, Fitzgerald & Sample, Chicago.

HY-LINE POULTRY FARMS, Div. of Pioneer Hi-Bred Corn Co., 1206 Mulberry St., Des Moines, hybrid chicks. Adv. Exec.: James L. Bradley. Agencies: E. H. Brown Adv., Chicago. Acct. Exec.: L. H. Harvey; Wallace Adv., Des Moines.

HYPERCIN Inc., 657 S. Chicago Ave., Chicago. Agency: Ruthrauff & Ryan Inc., Chicago. Acct. Exec.: Rudy Singer.

HYSTER Co., 2902 N. E. Clackamas St., Portland, tractor hoists and logging arches, straddle trucks, lift trucks and earth moving equipment and mobile cranes. Adv. Exec.: Dar Johnson. Agency: Simon & Smith, Portland.

I

IDEAL Co., 24th & Mary Sts., Waco, Tex., Ideal standardized millwork.

IDEAL FILM & SUPPLY Co., 243 W. 55th St., New York, still film and motion picture film. Agency: Richard & Gunther Inc., New York. Acct. Exec.: Morton Reisfeld.

IDEAL MACARONI Co., 2018 Scovill St., Cleveland, Ippolitos Ideal macaroni and spaghetti. Agency: The Carpenter Adv. Co., Cleveland. Acct. Exec.: V. J. Siena.

IDEAL TOY Corp., 200 Fifth Ave., New York, dolls, animals and toys. Agency: Atlantic Adv. Co., New York. Acct. Exec.: Irving Glick.

ILGENFRITZ NURSERIES Inc., Monroe, Mich., fruit trees, shrubs, evergreens and farm implements. Agency: Barton Alexander Adv., Toledo.

ILLINOIS BELL TELEPHONE Co., 212 W. Washington St., Chicago. Adv. Exec.: W. R. Scargle. Agency: N. W. Ayer & Son, Chicago.

ILLINOIS CANNING Co., Hoopeston, Ill., Joan of Arc canned goods. Agency: Goodkind, Joice & Morgan Inc., Chicago. Acct. Exec.: Harlow P. Roberts.

ILLINOIS Mfg. Co., Quincy, Ill., mineral feeds. Agency: Helmer & Halbach, Quincy, Ill.

ILLINOIS MEAT Co., 3939 Wallace St., Chicago, Broadcast Brand corned beef hash, Broadcast Redi-Meat, Broadcast Brand canned meats in glass and tin. Adv. Exec.: R. E. Brickman. Agency: Arthur Meyerhoff & Co., Chicago.

ILLINOIS WATCH CASE Co., 853 Dundee Ave., Elgin, Ill., Elgin American compacts, cigarette cases, lighters, dresser sets, cultured and simulated pearls; lipstick mirrors, and carryalls (N) (S). Adv. Execs.: Dale G. Mehroff. Agencies: Russel M. Seeds Co., Chicago. Acct. Exec.: Fred Willson; Frank Brodsky Adv., Chicago (Certina watches (N) (S)). Acct. Exec.: Frank Brodsky.

IMPERIAL PRODUCTS Inc., 525 Walnut St., Cincinnati, Seal-O-Matic window shades and accessories and plastic drapes and cottage sets. Agency: Associated Adv. Inc., Cincinnati. Acct. Exec.: S. M. Levy.

IMPERIAL PRODUCTS Co., 1600 Fontain St., Philadelphia, Air-Oma. Agency: Solis S. Cantor Adv., Philadelphia.

IMPERIAL SUGAR Co., Sugar Land, Tex., Imperial pure cane sugar. Agency: Tracy-Locke Co., Dallas. Acct. Exec.: Morris Hite.

INDEPENDENT GROCERS' ALLIANCE DISTRIBUTING Co., 131 S. Wabash St., Chicago, food products (N) (S). Adv. Exec.: Orville W. Johler. Agency: L. W. Ramsey Co., Chicago. Acct. Exec.: L. H. Copeland.

INDEPENDENT MILWAUKEE BREWERY, 2701 S. 13th St., Milwaukee, Braumeister, lager and pilsener, Independent and Log Cabin beer, ginger ale and sodas. Agency: Scott Inc., Milwaukee. Acct. Exec.: Harry H. Scott.

INDEPENDENT SILO Co., 752 Vandalia St., St. Paul, silos. Agency: Foulke Agency Inc., Minneapolis.

INDIANA FARM BUREAU COOPERATIVE Assn., 47 S. Penn St., Indianapolis, farm supplies. Adv. Exec.: Melvin Cranfill. Agency: Agricultural Adv. & Research, Ithaca, N. Y.

INDUSTRIAL BANK OF COMMERCE, 56 E. 42d St., New York. Agency: Peck Adv. Agency, New York.

INDUSTRIAL ENGINEERING & Mfg. Co., Brimfield, Ind., farm elevators. Agency: Willis S. Martin Co., Fort Wayne, Ind.

INDUSTRIAL MANAGEMENT Corp., 3350 San Fernando Rd., Los Angeles, fire extinguishers.

INDUSTRIAL TAPE Corp., U. S. Highway No. 1, New Brunswick, N. J., Permacel industrial tapes, Texcel cellophane tape and Bondex thermoplastics. Adv. Exec.: Walter M. Cramp. Agency: Kenyon & Eckhardt, New York. Acct. Exec.: Glenn Wiggins.

INDUSTRIAL TRAINING INSTITUTE Inc., 2154 W. Lawrence Ave., Chicago, residence and correspondence courses. Adv. Exec.: C. H. Smith. Agency: Agency Service Corp., Chicago.

INGBER Inc., H & Westmoreland St., Philadelphia, handbags. Agency: Leonard F. Fellman & Assoc., Philadelphia.

INNER-AID MEDICINE Co., 923 Walnut St., Cincinnati, inner-aid medicine. Agency: Rand-Reis Adv., Cincinnati. Acct. Exec.: R. A. Fallon.

INNER-TONE MEDICINE Co., Covington, Ky., vitamin and iron tonic. Agency: Advertisers Agency Inc., Cincinnati.

IN-SINK-ERATOR Mfg. Co., 1225 14th St., Racine, Wis., food-waste disposers (S). Adv. Exec.: R. M. Cox. Agency: Christopher-Williams & Bridges, Chicago. Acct. Exec.: R. J. Christopher.

INSTITUTE OF COMMERCIAL ART Inc., Westport, Conn., home-study courses. Agency: Donahue & Coe, New York. Acct. Exec.: William H. Schneider.

INTERNATIONAL BEDDING Co., 1016 Guilford Ave., Baltimore, Cloud bedding products. Adv. Exec.: Howard M. Taylor Jr. Agency: VanSant, Dugdale & Co., Baltimore. Acct. Exec.: Nick VanSant.

INTERNATIONAL CORRESPONDENCE SCHOOLS, 1001 Wyoming Ave., Scranton, Pa., correspondence education. Adv. Exec.: Herman C. Daych. Agency: N. W. Ayer & Son, Philadelphia.

INTERNATIONAL CORSET Co., 315 S. Union St., Aurora, Ill., LaCamille, Concea Lace, LaSenorita, Nu Control corsets and combination garments. Adv. Exec.: H. P. Junkins. Agency: Brandt Adv. Co., Chicago. Acct. Exec.: Eddy S. Brandt.

INTERNATIONAL GOLF PRODUCTS, 4457 W. Madison St., Chicago, Miracle adjustable golf club. Adv. Exec.: W. W. Beutler. Agency: Kolb & Abraham, Chicago.

INTERNATIONAL HARVESTER Co., 180 N. Michigan Ave., Chicago, International trucks and industrial tractors, power units, International Harvester refrigeration, McCormick farm equipment and Farmall tractors. Agencies: Aubrey, Finlay, Marley & Hodgson Inc., Chicago. Acct. Exec.: J. T. Aubrey (farm tractor and farm equipment); McCann-Erickson Inc., Chicago. Acct. Execs.: W. C. Krause and R. R. Dunwoody; Young & Rubicam Inc., Chicago. Acct. Exec.: R. K. MacDougal (motor trucks); Leo Burnett Co., Chicago (industrial power products).

INTERNATIONAL Mfg. Co., Roxbury, Mass., Teddy Tot baby auto seats and auto cribs; Rayline auto accessories and Rayline license plate frames. Agency: Herbert W. Frank Adv. Agency, Boston.

INTERNATIONAL MILLING Co., 800 McKnight Bldg., Minneapolis, Robin Hood, Cinderella and Town Crier flour (S). Adv. Exec.: Robert E. Thompson. Agency: H. W. Kastor & Sons, Chicago. Acct. Exec.: J. Urice.

INTERNATIONAL SALT Co., Spruce & Adams Sts., Scranton, Pa., Sterling salt. Adv. Exec.: James K. Gearhart. Agency: Scheideler, Beck & Werner Inc., New York.

INTERNATIONAL SHOE Co., 1509 Washington Ave., St. Louis, shoes. Adv. Exec.: A. L. Johnson.

INTERNATIONAL SILVER Co., 48 State St., Meriden, Conn., sterling silver and silver plate. Adv. Exec.: George Morrison. Agencies: Cunningham & Walsh Inc., New York; Young & Rubicam, New York (International sterling and 1847 Rogers Bros. silverplate); Fuller & Smith & Ross Inc., New York (Rogers sterling and Wm. Rogers & Son silverplate); Young & Rubicam Ltd., Toronto.

INTERSTATE BAKERIES Corp., 34th & Broadway Sts., Kansas City, Butter-Nut bread and Dolly Madison cake; Weber's and Log Cabin bread and Four S bread. Adv. Exec.: E. B. Hueter. Agencies: R. J. Potts-Calkins & Holden, Kansas City; Dan B. Miner Co., Los Angeles (California plants and Log Cabin bread).

INTERSTATE ENGINEERING Corp., 2250 East Imperial Highway, El Segundo, Calif., Compact vacuum cleaners, Revelation vacuum and precision aircraft parts. Agency: Mogge-Privett Inc., Los Angeles.

INTER-STATE NURSERIES Inc., E. St., Hamburg, Iowa, nursery stock and vegetable seeds. Adv. Exec.: C. O. Sjulin. Agency: Ayres & Assoc., Lincoln, Neb. Acct. Exec.: Gus Swanson.

INVESTORS DIVERSIFIED SERVICES Inc., 200 Roanoke Bldg., Minneapolis, investment certificates. Adv. Exec.: William T. Cobb. Agency: BBDO, Minneapolis. Acct. Exec.: E. A. Cashin.

IODENT CHEMICAL Co., 2233 Park Ave., Detroit. Iodent tooth paste, tooth powder, tooth brushes and Liqwid Center cough drops. Agency: Grant Adv., Detroit. Acct. Exec.: W. O. Seelye.

IOWA PACKING Co., Des Moines, Iowa, Old Homestead hams and bacons and OH frankfurters. Agency: The Blakemore Co., Des Moines.

IOWA SOAP Co., 810 Valley St., Burlington, Iowa, Magic Washer, Nola flakes, Protex, Palm Rose and Nola toilet soap. Agency: C. Wendel Muench & Co., Chicago. Acct. Exec.: C. W. Muench.

IRONRITE Inc., 332 Cass Ave., Mount Clemens, Mich., ironers. Adv. Exec.: Dick Sierk. Agency: Brooke, Smith, French & Dorrance, Detroit. Acct. Exec.: Clark Wilmot.

IROQUOIS BEVERAGE Corp., 194-270 Pratt St., Buffalo, N. Y., Iroquois Indian Head beer and ale. Adv. Exec.: Nick J. Schwab Jr. Agency: Lloyd Mansfield Co., Buffalo, N. Y.

IRWILL KNITWEAR Corp., 1372 Broadway, New York, women's apparel, ladies' sweaters and women's play clothes. Agency: Douglas D. Simon. Adv., New York. Acct. Exec.: Charles Sandak.

ISBRANDTSEN & SONS Inc., 26 Broadway, New York, coffee. Adv. Exec.: George Ruby. Agency: Cowan & Dengler, New York. Acct. Exec.: Porter Leach.

ISLAND CREEK COAL SALES Co., Huntington, W. Va., Pioneer Island Creek, Black Onyx, Scarlet Flame, Scarlet Glo, Indian Maid Pocahontas, 4 Point Pocahontas, Marianna, Phoenix and Brownie coal. Agency: Stockton, West, Burkhart Inc., Cincinnati.

ITALIAN STATE TOURIST OFFICE, 21 E. 51st St., New York, Italian tours. Agency: Kelly, Nason Inc., New York. Acct. Exec.: P. J. McAward.

ITALIAN SWISS COLONY, 781 Beach St., San Francisco, wines. Agencies: Honig-Cooper Co., San Francisco. Acct. Exec.: L. Honig (Gold Medal, private stock and Tido wines); Harrington-Richards, San Francisco. Acct. Exec.: Eugene Harrington (Brand wines).

ITASCA WEAVER'S GUILD, Itasca, Tex., drapery fabrics. Agency: Rogers & Smith, Dallas.

IVANO Inc., 2100 Indiana Ave., Chicago, locking gas tank caps, rear view mirrors and synthetic sponges. Agency: Henri, Hurst & McDonald Inc., Chicago. Acct. Exec.: B. W. Foster.

J

JACKSON BREWING Co., Decatur & Wilkinson St., New Orleans, beer (R) (S). Adv. Exec.: Robert J. Fabacher. Agency: Fitzgerald Adv., New Orleans. Acct. Exec.: J. H. Epstein.

JACKSON INDUSTRIES Inc., 500 E. 40th St., Chicago, TV sets and radio phonographs. Agency: The Filmore Co., Chicago.

JACKSON & PERKINS Co., Newark, N. Y., new patented roses, fruits and perennials. Adv. Exec.: K. C. Tack. Agency: Maxwell Sackheim & Co., New York.

JACOB WIND ELECTRIC Co., 2111 Washington Ave., N. Minneapolis, electric plants, refrigerators and electric welders. Agency: Graves & Assoc., Minneapolis. Acct. Exec.: I. H. Graves.

JACOBY-BENDER Inc., 161 Avenue of the Americas, New York, JB watch band. Agency: Lewin, Williams & Saylor Inc., New York.

JACQUES SEED CO., Prescott, Wis., hybrid seed corn. Agency: Triangle Adv. Inc., Chicago.

JACUZZI BROS. Inc., 5327 Jacuzzi Ave., Richmond, Calif., pumps, injector pumps, and aquamat. Adv. Exec.: Loren Cato. Agency: West-Marquis Inc, San Francisco.

JAGUAR CARS Ltd., Coventry, England, Jaguar passenger cars. Agency: Nelson Adv. Service, London.

JAMES MFG. Co., 104 W. Milwaukee Ave., Ft. Atkinson, Wis., barn and poultry equipment. Adv. Exec.: C. E. Hanson. Agency: Klau-Van Pieterson-Dunlap Assoc., Milwaukee.

JAMISON BEDDING Inc., 110 N. First St., Nashville, Tenn., Sweet Slumber texlite mattress. Adv. Exec.: Moulton Farrar. Agency: Beck Adv. Agency, Nashville. Acct. Exec.: George W. Doyne.

JANNEY, SEMPLE, HILL & Co., 2d & Marquette Ave., Minneapolis, paints. Agency: Ruthrauff & Ryan Inc., Chicago.

JAX BREWING Co., Jacksonville, Fla., beer. Adv. Exec.: J. S. Ostner. Agency: Newman, Lynde & Assoc., Jacksonville.

JAYVEE BRAND Inc., 1920 S. E. Grand St., Portland, Ore., Jayvee baby line, Nancy Didee pants and Warner Bros. bibs.

JEFFERSON ISLAND SALT Co., 186 St. Mathews Ave., Louisville, Ky., Hexagon table salt, Sof-T-Salt mineral supplement salt and Champions Choice trace mineral. Agency: Noble-Drury & Assoc., Nashville, Tenn.

JELKE GOOD LUCK PRODUCTS, 390 Park Ave., New York, Good Luck margarine and salad dressing. Adv. Exec.: J. Harvey Howells. Agency: Hewitt, Ogilvy, Benson & Mather, New York.

JEOFFROY MFG. Inc., 500 N. Philadelphia St., Amarillo, Tex., chisel plows. Agency: Southwest Advertisers, Amarillo. Acct. Exec.: Leon Krupp.

THE ANDREW JERGENS Co., Spring Grove & Alfred Sts., Cincinnati, Jergens lotion, toilet soap and perfumes; Woodbury's facial soap and cosmetics. Agencies: Stockton, West, Burkhart Inc., Cincinnati; Robert W. Orr & Assoc., New York; Gotham Adv., New York.

JEKYLL ISLAND PACKING Co., Brunswick, Ga., Jekyll Island, Dixiana shrimp and frozen seafood. Adv. Exec.: Dick Cobb.

JETRON Inc., 757 N. Broadway, Milwaukee Wis., Jetron furniture polish, car wax, floor polish and cleaner, car wash. Adv. Exec.: Duke Larson. Agency: Ken Nelson Creative Adv., Minneapolis.

JETTRONAIRE Inc., 2417 Walnut St., McKeesport, Pa., heating systems. Adv. Exec.: Harry D. Rejohn. Agency: Dan W. Frye Adv., Pittsburgh, Pa.

JEWEL TEA Co., Barrington, Ill., Coffee, food products and housewares. Adv. Exec.: D. H. Stringer.

J. D. JEWELL Inc., Gainesville, Ga., Jesse Jewell's frying chicken. Adv. Exec.: Theron Brown. Agency: Crawford & Porter Adv., Atlanta, Ga.

JOHN IRVING SHOE Corp., 119 Beach St., Boston, Mary Jane, Crosby, Wilson, John Irving, Reed's, Reel's shoes and handbags, **hosiery and gloves.**

JOHNS-MANVILLE Corp., 22 E. 40th St., New York, building materials, insulations and allied industrial products. Adv. Execs.: R. L. Johnson, Arthur D. Lierman and Howard T. Bain. Agency: J. Walter Thompson Co., New York. Acct. Exec.: W. C. McKeehan.

JOHN'S QUILT SHOP, 101-103 E. Center St., Girard, Ill., remnants, quilt pieces and buttons. Agency: Palan Adv. Co., St. Louis. Acct. Exec.: Alfred H. Vorhaus.

JOHNSON ANT CONTROL, Walnut Creek, Calif., Honeytrail ant syrup and Earwig powder. Agency: Babock Adv., San Francisco.

S. C. JOHNSON & SON Inc., 1525 Howe St., Racine, Wis., Johnson's Glo-Coat, Pride paste liquid and cream wax, Carnu auto polish, electric floor polisher, product finishes, maintenance and industrial waxes, Drax fabric finish and Brisk laundry finish. Agencies: Needham, Louis & Brorby Inc., Chicago. Acct. Exec.: J. J. Louis; Robert Otto & Co., New York.

JOHNSON, STEPHENS & SHINKLE SHOE Co., 4242 Laclede Ave., St. Louis, Rhythm Step women's shoes. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: Joe Horan.

JOHNSTON & MURPHY, 40-54 Lincoln St., Newark, N. J., men's shoes. Agency: Erwin, Wasey & Co., New York.

J. JOLLES STUDIOS Inc., 33 E. 33d St., New York, handbags, needlepoint, wool and cotton yarns. Agency: Jules Golomb, New York.

JONAS BROS. Inc., 1037 Broadway, Denver, furs and taxidermy. Agencies:

Collins Adv., Denver. Acct. Exec.: Mrs. M. R. Collins (furs); Edward M. Hunter & Co., Denver. Acct. Exec.: Edward Hunter (taxidermy).
JONES & BROWN Inc., 439 6th Ave., Pittsburgh, plastic wall tile. Adv. Exec.: Norman Gilbert. Agency: Dubin & Feldman Inc., Pittsburgh.
JOHN WILEY JONES Co., Hardwood Ave., Caledonia, N. Y., Sunny Sol brand chemicals. Agency: Chas. L. Rumrill & Co., Rochester, N. Y.
JORDON MARSH Co., 450 Washington St., Boston, store merchandise. Adv. Exec.: E. B. Lawrence. Agency: Hirshon-Garfield Inc., Boston. Acct. Exec.: Ruby Newman.
THE JOSEPH & FEISS Co., 2149 W. 53d St., Cleveland, Clothcraft tailored clothes. Agency: Lewin, Williams & Saylor Inc., New York.
JOSKE'S OF TEXAS, San Antonio, Tex., general department store, farm and ranch store, sportsman's store, hardware store, automotive supply store and appliance stores. Agencies: J. G. Proctor Co., Inc., New York; Pitluk Adv. Co., San Antonio. Acct. Exec.: Jack Pitluk.
JOURNAL OF LIVING MAGAZINE, 1819 Broadway, New York. Agency: Franklin Bruck Adv., New York. Acct. Exec.: Franklin Bruck.
JUICE INDUSTRIES, Box 157, Dunedin, Fla., Sunfilled single strength orange juice, grapefruit juice, blended juice, concentrated orange and grapefruit juices; Toucans condensed orange juice. Agency: L. W. Ramsey Co., Chicago. Acct. Exec.: L. H. Copeland.
THE JULEP Co., Sycamore, Ill., Howel's root beer and soda fountain syrups. Adv. Exec.: V. P. St. Aubin. Agency: C. Wendell Muench & Co., Chicago. Acct. Exec.: C. Wendell Muench.
THE JULIAN & KOKENGE Co., 280 S. Front St., Columbus, Foot Saver shoes. Adv. Exec.: H. D. Erk. Agency: Aubrey, Finlay, Marley & Hodson, Chicago. Acct. Exec.: John J. Finlay.
JUNE DAIRY PRODUCTS Co., 105 Hudson St., New York, dairy products. Adv. Exec.: Phil Grant. Agency: Friend-Krieger Adv., New York. Acct. Exec.: B. Friend.
JUNKET BRAND FOODS Div., Little Falls, N. Y., Junket brand Rennet powder and tablets, quick fudge mix and Danish dessert, freezing mix and sherbert mix. Adv. Exec.: Clement F. Theisen, Jr. Agencies: McCann-Erickson Inc., New York; Noyes & Sproul Inc., New York; McKim Adv. Ltd., Montreal.

K

THE K-R-O Co., 19 N. Limestone St., Springfield, Ohio, K-R-O and K-R-O ready mixed rodent exterminator. Agency: Erwin, Wasey & Co., Chicago. Acct. Exec.: D. S. Elrod.
KABO Inc., 729-737 Milwaukee Ave., Chicago, Kabo girdles, corsets and brassieres, bandeau and brasselettes. Agency: Stubbs & Montgomery Inc., Chicago.
KADIN BROS Inc., 20 W. 33d St., New York, Rambler hand bags. Adv. Exec.: Sidney Kadin. Agency: Mervin and Jesse Levine Inc., New York.
KAISER-FRAZER Corp., Willow Run, Mich, automobiles. Adv. Exec.: Charles J. Leonard. Agency: Wm. H. Weintraub & Co., New York.
KANNENGIESSER & Co., 76 9th Ave., New York, Kanana Banana Flakes. Adv. Exec.: David Kannengiesser. Agency: Paris & Peart, New York.
JOSEPH KANNER HAT Co., S. Norwalk, Conn., Caxton hat. Agency: Madison Adv. Co., New York. Acct. Exec.: Joseph Glicksman.
KASCO MILLS Inc., Waverly, N. Y., Kasco dog ration, feeds for poultry. livestock and dogs. Adv. Exec.: Lewis Heemstra and E. M. Knapp. Agency: Clark & Rickerd Inc., Detroit. Acct. Exec.: Marc Ivey.
KATZ DRUG Co., 1130 Walnut St., Kansas City, drugs and general merchandise. Adv. Exec.: Glen D. Farris. Agency: Bruce B. Brewer & Co., Kansas City.
KAUFMANN DEPARTMENT STORES, Pittsburgh. Agency: Wm. H. Weintraub & Co., New York.
KAUKAUNA DAIRY Co., Kaukauna. Wis., Kaukauna Klub cheese. Agency: L. W. Ramsey Co., Chicago.
KAY ASSOCS. Inc., 702 H St., N. W., Washington, D. C., Kay jewelry. Agency: Advertising Assoc. Inc., Washington, D. C. Acct. Exec.: Simon Hirshman.
KAY SAKS OF CALIFORNIA, 35 Dorman Ave., San Francisco, women's apparel. Agency: Bernard B. Schnitzer Inc., San Francisco. Acct. Exec.: Bernard Schnitzer.
KAYE-HALBERT Corp., 3555 Hayden Ave., Culver City, Calif., TV sets.
KEE ZIPPER Co., 541 W. 34th St., New York, zippers. Agencies: Modern Merchandising Bureau Inc., New York. Acct. Exec.: Magnus Hendel. Turner & Dyson Inc., New York.
KEELEY BREWING Co., 516 E. 28th St., Chicago, Ye Olde Inn ale, Keeley half and half, Ye Olde stout and Keeley lager beer and ale.
O. D. KEEP ASSOCS. Inc., 606 N. San Vicente St., Los Angeles, Fortnight magazines. Adv. Exec.: Rene Champollion. Agency: West-Marquis Inc., Los Angeles.
KELBERT WATCH Co., 608 Fifth Ave., New York, Kelbert watches and chronographs. Agency: Ray Austrian & Assoc., New York.
KELLOGG Co., 235 Porter St., Battle Creek, Mich., Kellogg's Corn Flakes, All-Bran, Rice Krispies, Kellogg's Shredded Wheat, Pep, Krumbles, 40% Bran Flakes, Raisin Bran Flakes, Corn Soya, variety package Corn Pops and Gro-Pup dog food. Adv. Exec.: Howard M. List. Agencies: Kenyon & Eckhardt Inc., New York. Acct. Exec.: John Brew; Klau-Van Pietersom-Dunlap Assocs. Inc., Milwaukee (animal feeds); Leo Burnett Co., Chicago (Corn Soya, Rice Krispies, Corn Pops, Gold Medal Spaghetti, Macaroni and Kellogg Corn Flakes). Acct. Exec.: James E. Weber; J. Walter Thompson Co., New York.
KELLY BROS. NURSERIES Inc., Dansville, N. Y., nursery stock. Adv. Exec.: John W. Kelly. Agency: Baldwin, Bowers & Strachan Inc., Buffalo, N. Y.
KEMP & LANE Inc., Le Roy, N. Y., Kemp's Balsam; Raccon corn plasters; Lane's cold tablets; Lane's tea; Orangeine tablets and powders; Goff's cough syrup and Herbitol. Agency: Hutchins Adv. Inc., Rochester, N. Y.
KENDALL Mfg. Co., 125 Lawrence St., Lawrence, Mass., Soapine granulated soap for washing machine, dish pan and tub and World soap flakes. Agency: Bennett, Walther & Menadier Inc., Boston. Acct. Exec.: E. C. Whittemore.
KENDALL MILLS, Walpole, Mass., Curity diapers and cheesecloth, nursery products, Sabel curtains, Clex Fusible interlining, Webril non-woven fabrics and Perx synthetic haircloth. Adv. Execs.: Lawrence Davis and Geo. E. Sprague. Agency: H. B. Humphrey, Alley & Richards Inc., Boston. Acct. Exec.: J. T. Coenen.
KENDALL REFINING Co., 77 N. Kendall Ave., Bradford, Pa., Kendall motor oil, greases, gasoline and gear lube. Agency: Landsheft & Barber Inc., Buffalo, N. Y. Acct. Exec.: H. L. Barber.
KEN-L-PRODUCTS Div. of the Quaker Oats Co., Merchandise Mart, Chicago, Ken-L-Ration, Ken-L-Meal and Ken-L-Biskit. Adv. Exec.: J. P. Odell. Agency: Needham, Louis, & Brorby, Chicago. Acct. Execs.: W. C. Johnson and W. L. Layicka.
THE KENNEL FOOD SUPPLY Co., Fairfield, Conn., Cero-Meato dog food.
THE C. D. KENNY Div., Consolidated Grocers Corp., 518 S. Eutaw St., Baltimore, canned fruits and vegetables, coffees, teas and food products. Adv. Exec.: A. E. Freeman. Agency: Harry J. Patz Co., Baltimore Acct. Exec.: Theodore J. Patz.
KENT PRODUCTS Inc., 612 Broadway, Kansas City, Richmade and Farbest oleomargarine. Agency: Rogers & Smith, Kansas City.
THE KENTON PHARMACAL Co., 423 Greenup St., Covington, Ky., Brownatone hair tint. Agency: Tim Morrow Adv., Chicago.
KEY PRODUCTS Corp., 800 N. Clark St., Chicago, auto seat covers. Adv. Exec.: J. Milhills. Agency: Paul Grant Adv., Chicago.
KEY WORK CLOTHES Inc., Fort Scott, Kans., Key work clothes. Agency: Carl Lawson Adv. Co., Kansas City.
KEYSTONE CHIPSTEAK Co., Spring Garden Ave., Pittsburgh, frozen chipsteaks and hamburgers. Agency: Wiltman & Callahan, Pittsburgh. Acct. Exec.: R. F. Wiltman.
KEYSTONE LABS. Inc., 491 S. 3d St., Memphis, cosmetics, toilet articles and household preparations. Adv. Exec.: C. M. Clark. Agency: Cole & Co., Memphis. Acct. Exec.: E. T. Harding.
KEYSTONE STEEL & WIRE Co., Peoria, Ill., Keymesh reinforcing for stucco, overcoating and plaster; Red Brand fences; Red Top steel posts, and Keystone wire. Adv. Exec.: Harold L. Coons. Agencies: Fuller & Smith & Ross Inc., Chicago; Mace Adv., Inc., Peoria, Ill.
THE KILGEN ORGAN Co., 4632 W. Florissant Ave., St. Louis, Kilgen organs and harmonic ensemble organs. Adv. Exec.: C. Blackman. Agency: H. George Bloch Adv. Co., St. Louis.
KILMER & Co. Inc., Stamford, Conn., Swamp Root proprietary remedy.
C. M. KIMBALL Co., 131 State St., Boston, Red Cap, Cleaner-Wind-O-Wash ammonia, bleach, silver polishes, Red Cap germicide and Refresh-R. Agency: Chambers & Wiswell Inc., Boston.
MILES KIMBALL Co., Kimball Bldg., Oshkosh, Wis., gift wares, housewares, toys and greeting cards. Adv. Exec.: R. C. Robertson. Agency: Gordon Best Co., Chicago. Acct Exec.: Frank Morr.
KING KONE Corp., 780 E. 138th St., New York, Old London melba toast. Agency: Courtland D. Ferguson Inc., Washington, D. C.
KING MIDAS FLOUR MILLS, 660 Grain Exchange St., Minneapolis, wheat and rye flour. Adv. Exec.: Robert Mullen. Agency: Cruttenden & Eger Adv., Chicago.
KINGAN & Co., 55 S. Blackford St., Indianapolis, pork, beef, sausage, canned meats, lard and shortening. Adv. Exec.: Dean Foster. Agency: Warwick & Legler, New York.
KINGSBURY BREWERIES Co., 901 Marshall St., Manitowoc, Wis., Kingsbury aristocrat of beer. Agency: Barnes Adv. Inc., Milwaukee. Acct. Exec.: John Barnes.
KINGSTON WATCH Co., 48 W. 48th St., New York, watches. Adv. Exec.: Edward R. Berger. Agency: Albert Weisberg Adv., New York.
KIP Inc., 778 E. Pico St., Los Angeles, KIP antipyrexol. Agency: Philip Meany Co., Los Angeles, Acct. Exec: Philip J. Meany.
KIRKMAN & SON, Div. of Colgate-Palmolive-Peet Co., Jersey City, N. J., Kirkman borax soap, soap flakes, granulated soap, soap powder, cleanser, complexion soap and glycerine. Adv. Exec.: S. Melcher Jr. Agency: Charles W. Hoyt Co., New York. Acct. Exec.: R. H. Dingwall.
KIRKWOOD HOTEL Des Moines, Iowa. Agency: Fairall & Co., Des Moines.
KIRSCH BEVERAGES Inc., 921 Flushing Ave., Brooklyn, N. Y., beverages and No-Cal dietetic flavors (S). Adv. Exec.: Don Barry. Agency: Grey Adv., New York. Acct. Exec.: A. Lieberman.
KITCHEN ART FOODS Inc., 2320 N. Damen Ave., Chicago, Py-O-My mixes, KA Rice Feast. Agency: Roche, Williams & Cleary Inc., Chicago.
KITCHENS OF SARA LEE, 11th Ave., at 51st St., New York, Sara Lee butter and cheese cake. Agency: Ehrlich & Neuwirth Inc., New York. Acct. Exec.: Frank Neuwirth.
KLAUS GRABE Inc., 719 Lexington Ave., New York, furniture.
MRS. KLEIN'S, 4565 S. State St., Chicago, food products. Adv. Exec.: B. A. Klein. Agency: Sales Aide, Chicago. Acct. Exec.: Howard A. Gardner.
KLEPPER Co., 1472 Broadway, New York, Klepper foldboat and raincoats. Adv. Exec.: Karl F. Wede. Agency: Mann-Ellis Inc., New York.
KLOEPPEL HOTELS Inc., Adam St., Jacksonville, Fla., hotels. Adv. Exec.: Robert Kloppel. Agency: Newman, Lynde & Assocs. Inc., Jacksonville, Fla.
KNAPHEIDE Mfg. Co., 440 S. 6th St., Quincy, Ill., truck bodies. Agency: Helmar & Halbach, Quincy, Ill.
KNAPP-MONARCH Co., 3501 Bent St., St. Louis, electrical appliances, electric fans, insulated jugs and Sparklet syphons. Adv. Exec.: Robert L. Weigel. Agencies: Gardner Adv. Co., St. Louis; Olian Adv., St. Louis.
ALFRED A. KNOPF Inc., 501 Madison Ave., New York, books. Adv. Exec.: D. U. Hermann. Agency: Denhard, Pfeiffer & Wells Inc., New York. Acct. Exec.: Charles H. Denhard.
THE KNOTT HOTELS Corp., 575 Madison Ave., New York, hotels. Agency: J. M. Mathes Inc., New York. Acct. Exec.: Samuel Lanham.
THE KNOX Co., 1651 N. Arghle Ave., Los Angeles, Cystex, Diotex, Nixodern, Kolade, Chinaroid, Buroids, Mendaco, Romind and Amosan. Adv. Exec.: Charles Gustafson. Agency: Allen C. Smith Adv. Co., Kansas City.
KNOX GELATINE Co., 13 Knox Ave., Johnstown, N. Y., Knox sparkling gelatine. Adv. Exec.: W. C. Bittel. Agencies: Charles W. Hoyt Co., New York. Acct. Exec.: E. W. Hoyt; Murray Breese Assocs., New York.
KNUDSEN CREAMERY Co., of California, 1974 Santee St., Los Angeles, dairy products. Agency: Heintz & Co., Los Angeles. Acct. Exec.: June Morgan.
HARRY D. KOENIG & Co., 276 Fifth Ave., New York, L'Estrona hormone face cream. Adv. Exec.: Sanford J. Koenig. Agency: Erland Adv., New York. Acct. Exec.: Louis H. Ehrlich.
KOENIG LABS., 116 N. Paulina St., Chicago, Koenig's Nervine.
KOOL VENT METAL AWNING Corp. of America, Keystone Bldg., Pittsburgh, ventilated awnings of aluminum. Agency: Marsteller, Gebhardt & Reed, Pittsburgh.
KOPPERS Co., Koppers Bldg., Pitts-

(Continued on page 430)

Why KTRE—1000 WATTS
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DALLAS 175 MILES
SHREVEPORT 120 M
OUTSIDE RADIO COVERAGE IS VERY LIMITED. TV IS, OF COURSE, NIL.
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HOUSTON 120 MILES
BEAUMONT 110 MILES
KTRE
LUFKIN, TEXAS
mutual
AM
(FULLTIME)
TV
(APPLIED FOR)

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

burgh, coke, gas, tar products, Koppers-Becker coke ovens, manufactured gas equipment, piston rings, Fast's couplings, aeromatic propellers, treated ties, poles, lumber, Tarmac road tars and pitch and felt roofs, disinfectants and insecticides, chemicals and plastics. Agencies: BBDO, Pittsburgh; Van Sant, Dugdale & Co., Baltimore; Charles Dallas Reach Co., Newark, N. J., Acct. Exec.: Charles Dallas Reach; Lynn Baker Inc., New York.

KORACH BROS. Co., 913 W. Van Buren St., Chicago, Johnnye juniors. Adv. Exec.: Melvin Stern. Agency: Allan, Marin & Assoc., Chicago.

KORDAY SPORTSWEAR Inc., 1385 Broadway, New York, sportswear. Adv. Exec.: Newton R. Herson. Agency: Chernow Co., New York.

KORMON WATER Co., Fall River, Mass., Formon water bleach. Agency: A. J. Kearns Co., Fall River, Mass.

THE KOSTO Co., 1115 N. Franklin St., Chicago, Kosto prepared dessert. Adv. Exec.: C. Sippel Jr. Agency: L. W. Ramsey Co., Chicago.

KRAFT FOODS Co., 500 Peshtigo Court, Chicago, Kraft cheese, Velveeta, Philadelphia brand cream cheese, Old English brand process cheddar cheese, Kraft cheese spreads, Miracle Whip salad dressing, Kraft kitchen-fresh mayonnaise, Miracle sandwich spread, French dressings, Parkay margarine, Kraft dinner, Kraft malted milk, Kraft dairy-fresh caramels, Kraft salad oil Kraco and Kraylets. Adv. Execs.: John B. McLaughlin, Tad Jeffrey, William W. Hoerter, Tom E. Chantron and Raymond J. Lahvic. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: Arthur Farlow; Needham, Louis & Brorby, Chicago. Acct. Exec.: Ray Fowler (Parkay and Kraco).

KRAUSE PLOW Corp., Hutchinson, Kan., plows. Adv. Exec.: Virgil E. Smith. Agency: McCormick-Armstrong Co., Wichita, Kan. Acct. Exec.: Warren R. Kinney.

KRESGE Co., 2727 2d St., Detroit, chain stores. Adv. Exec.: W. F. Crissman.

THE KRETSCHMER Corp., Carrollton, Mich., wheat germ. Adv. Exec.: Charles H. Kretschmer Jr. Agency: Gleason Adv., Detroit.

KREY PACKING Co., 2100 Bremen St., St. Louis, Krey hams, bacons, sausage and canned meat specialties. Adv. Exec.: Paul S. Carothers. Agency: Ruthrauff & Ryan Inc., St. Louis. Acct. Exec.: D. Mars.

KROEHLER Mfg. Co., Naperville, Ill., living room, bedroom furniture and theatre chairs. Adv. Exec.: L. W. Keller. Agency: Henri, Hurst & McDonald Inc., Chicago. Acct. Exec.: W. Zitz.

THE KROGER Co., 35 E. 7th St., Cincinnati, grocery and meat products. Adv. Exec.: Wm. J. Sanning. Agency: The Ralph H. Jones Co., Cincinnati. Acct. Exec.: C. M. Robertson Jr.

KROLL BROS. Co., 1858 W. Hastings St., Chicago, Kroll juvenile furniture and baby carriages. Agency: A. Martin Rothbardt Inc., Chicago.

KRUEGER BEVERAGE Co., 249 Johnson Ave., Newark, N. J., Krueger carbonated beverages. Adv. Exec.: Arthur Culbertson.

KRUSE NURSERIES, Bloomington, Ill. Agency: Arthur Meyerhoff & Co., Chicago. Acct. Exec.: John H. Mack. Acct. Exec.: John M. Phillips.

G. KRUEGER BREWING CO., 75 Belmont Ave., Newark, N. J., Krueger beer and ale. Agency: Charles Dallas Reach Co., Newark, N. J. Acct. Exec.: A. Schmidt.

KUHN PAINT Co., 4020 Center St., Houston, Tex., paints, varnishes and wallpaper. Adv. Exec.: J. G. Crowell. Agency: Wilkinson-Schiwetz & Tips Inc., Houston, Tex. Acct. Exec.: Dave Williams.

KUNER-EMPSON Co., Brighton, Col., Kiner's food products. Agency: Arthur G. Rippey & Co., Denver. Acct. Exec.: C. G. Henderson.

L

L. B. LABS. Inc., 1605 S. Central Ave., Glendale, Calif., LB hair oil, wave oil, Hair-In-Place shampoo and Cream Oil. Agency: Glasser-Gailey Inc., Los Angeles. Acct. Exec.: I. L. Siteman.

L.L.D. CHEMICAL Co., 101 Mott St., New York, Liqua-Leather and Topper leather refinisher. Agency: Rand Adv. Agency, New York. Acct. Exec.: Selig J. Alkon.

L. M. & W. PRODUCTS Co., 118 Meadow Lane, Grosse Pointe, Mich., Bonaid tablets. Agency: Benman & Baker Inc., Detroit, Mich.

LABORATORY PRODUCTS Co., 111 W. Monroe St., Chicago, Quits cure smoking habit. Agency: Goodkind, Joice & Morgan Inc., Chicago.

LACO PRODUCTS Inc., 4201 Pulaski Highway, Baltimore, Laco castile soap and shampoo, olive oil. Agency: Van Sant, Dugdale & Co., Baltimore.

LA CROSSE BREWERIES Inc., La Crosse, Wis., Peerless beer. Adv. Exec.: Harold Strobel. Agency: H. M. Gross Co., Chicago.

LAKE LABS., Box 3925, Strathmoor St., Detroit, Dermoil for psoriasis. Adv. Exec.: J. V. Cordes. Agency: E. H. Brown Adv., Chicago.

LA MAUR Inc., 520 Plymouth Bldg., Minneapolis, Modart creme shampoo. Adv. Exec.: L. M. Spiegel. Agency: Hilton & Riggio Inc., New York.

LAMBERT PHARMACAL Co., Div. of the Lambert Co., 2117 Franklin Ave., St. Louis, Listerine antiseptic, Listerine tooth paste and tooth powder, Lambert Listerine shaving cream (lather and brushless) and H. V. 222 Fungicide and Fermacide. Agencies: Lambert & Feasley Inc., New York. Acct. Exec.: Gerald Blake II; National Export Adv. Service, New York.

LANCE Inc., 1300 S. Boulevard, Charlotte, N. C., peanut food products.

LAND O'LAKES CREAMERIES Inc., 2215 N. E. Kennedy St., Minneapolis, Land O'Lakes butter, eggs, cheese, poultry, salad dressing, evaporated milk, dried milk, casein, feeds and seeds. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Lee A. Terrill.

LAND TITLE BANK & TRUST Co., Broad & Chestnut St., Philadelphia. Adv. Exec.. W. W. Delamater. Agencies: Merrill Anderson Co., New York; Adrian Bauer Adv. Agency, Philadelphia.

HARRY LANG Mfg. Co., 3d & Vine Sts., Des Moines, Iowa, Kwiki children's play and dress clothes. Agency: Bozell & Jacobs Inc., Minneapolis. Acct. Exec.: Sam Kaufman.

LANGENDORF UNITED BAKERIES Inc., 1160 McAllister, San Francisco, Barbara Ann, Langendorf, Butter-Nut and Holsum, Hollywood and Dr. Penland bread and bakery products. Adv. Exec.: Glenn Ray. Agencies: Biow Co., San Francisco (Langendorf bread, cake and Dr. Penland's Hollywood bread); Russell, Harris & Wood Inc., San Francisco; Scholts Adv. Service, Los Angeles. Acct. Exec.: Wm. Scholts (Barbara Ann products); Brisacher, Wheeler & Staff, San Francisco (Butter-Nut div.).

J. LANGRALL & BROTHER Inc., 1205 Aliceanne St., Baltimore, Maryland Chief canned foods. Agency: Moses Adv. Service, Baltimore.

LAN-O-SHEEN Inc., 804 Finch Bldg., St. Paul, Minn., Lan-O-Sheen cleaner and soap powder and No-Film glass cleaner liquid. Adv. Exec.: Glenn M. Knoblauch.

V. LA ROSA & SONS Inc., 473 Kent Ave., Brooklyn, macaroni products. Adv. Exec.: Vincent S. LaRosa. Agencies: Kiesewetter Assoc., Inc., New York; Luotto Adv. Agency, New York.

LARSON LABS. Inc., 211 W. 8th St., Erie, Pa., Mintglo, Adhesive Balm, Analgesic cream and pre-tape dressing, Larson's Suntan Insect Mist (Aerosol), suntan lotion, insect repellent, Larson's foot note (Aersol) and hygienic foot care. Agency: P. W. Price Adv., Erie, Pa. Acct. Exec.: P. W. Price.

LARUS & BROTHER Co., 22nd & Cary St., Richmond, Va., tobacco and cigarettes. Agencies: Warwick & Legler Inc,. New York. Acct. Exec.: Henry Legler; The F. H. Hayhurst Co. Ltd., Toronto.

LASER LABS., Foshay Tower, Minneapolis, Natcol hair color restorer. Agencies: Olmstead & Foley Agency, Minneapolis; Bruce B. Brewer Co., Minneapolis.

LASKIN BROS. Inc., 325 N. 13th St., Philadelphia, Nu-Eve tricot lingerie. Agency: Herman Genth, Philadelphia. Acct. Exec.: Herman Genth.

HOTEL LAST FRONTIER, Highway 91, Las Vegas, Nev., hotel.

LA TOURAINE COFFEE Co., 291 Atlantic Ave., Boston, La Touraine coffee and tea. Adv. Exec.: A. E. Peterson. Agency: Ingalls-Miniter Co., Boston. Acct. Exec.: J. Raymond Miniter.

LA VALLE Inc., 632 Broadway, New York, women's shoes.

LAWRENCE LABS., 55 W. 42d St., New York, Sulfoam shampoo. Agency: J. R. Flanagan Adv., New York.

H. W. LAY & Co., 173 Blvd., N. E., Atlanta, Ga., Lay's potato chips, peanuts, peanut butter and Fritos. Agency: Liller, Neal & Battle Adv., Atlanta. Acct. Exec.: Al E. Sharp.

LAYTON'S Inc., 255 Morgan Bldg., Portland, Ore., hair and scalp formula. Agency: Searcy Adv., Portland, Ore.

LEAF GUM Co., 1155 N. Cicero Ave., Chicago, Pal-lc bubble gum, Bubble Gum Kind-lc bubble gum, Cannon Ball-lc bubble gum. Agency: Bozell & Jacobs Inc., Chicago. Acct. Exec.: Nathan E. Jacobs.

LEAF OIL LABS., Sutton, Neb., Leaf liniment. Adv. Exec.: H. B. May. Agency: Ayres & Assoc., Lincoln, Neb. Acct. Exec.: Warren M. Swanson.

LEBANON STEEL FOUNDRY, Lebanon, Pa., alloy and steel castings. Agency: Foltz-Wessinger Inc., Lancaster, Pa.

THE LeBLANC Corp., Lafayette, Ind., Hadacol dietary supplement (S). Adv. Exec.: Frank E. Heaston. Agency: Russel Seeds Co., Chicago.

LECTRICOVERS Inc., 330 Fifth Ave., New York, electric blankets. Agency: Herschel Z. Deutsch & Co., New York. Acct. Exec.: William Swagerman.

LECTROLITE Corp., Defiance, Ohio. alloy automotive tools. Agency: Howard Swink Adv. Agency, Marion, Ohio.

THE FRANK H. LEE Co., Danbury, Conn., Lee fine hats and Lee Water-Bloc hats. Agency: Grey Adv. Agency Inc., New York. Acct. Exec.: E. R. Richer.

GEORGE H. LEE Co., 1115 Harney St., Omaha, Neb., stock and poultry remedies. Adv. Exec.: John F. Sheehan. Agency: Allen & Reynolds, Omaha, Neb. Acct. Exec.: Milton Reynolds.

THE H. D. LEE Co., 20th & Wyandotte St., Kansas City, work clothing. Adv. Exec.: R. L. Edgerton. Agency: Gardner Adv. Co., St. Louis.

WILLIAM W. LEE & CO., 1007 24th St., Watervliet, N. Y., Lee's Save the Baby. Adv. Exec.: Lois Ulcher Klemm. Agency: George R. Nelson Inc., Schenectady, N. Y. Acct. Exec.: Geo. R. Nelson.

THOMAS LEEMING & Co., 155 E. 44th St., New York, Ben-Gay (Baume Bengue Analgesique) Cathenamine and Nephenalin, Amend's solution and Calmitol. Agencies: William Esty Co., New York. Acct. Exec.: A. S. Hardin; William Douglas McAdams, New York. Acct. Exec. Dr. A. M. Sackler.

LEEARD MILLS, 173 W. Madison St., Chicago, nylon crochet thread and all types of needlecraft (N). Adv. Exec.: Ralph A. Fried. Agency: George Koehnke, Chicago.

LEEWARD PRODUCTS Ltd., 173 W. Madison St., Chicago, threads, yarns and needlecraft items. Agency: Frank R. Brodsky, Chicago.

DR. L. D. LEGEAR MEDICINE Co., 4161 Beck Ave., St. Louis, Mo., stock, poultry and dog remedies. Agency: Simmonds & Simmonds Inc., Chicago. Acct. Exec.: Phil W. Tobias.

FRANCIS H. LEGGETT & Co., 220 12th Ave., New York, food products. Adv. Exec.: Roy B. Andersen. Agencies: Peck Adv., New York (Premier foods (S)). Acct. Exec.: S. G. Alexander; Joseph Jacobs, New York (Premier sun ripened pineapple (S)).

LEHIGH CHEMICAL PRODUCTS Co., Chestertown, Md., Anderol detergent. Adv. Exec.: Robert L. Anderson. Agency: Fox & MacKenzie Inc., Philadelphia. Acct. Exec.: John W. Schoeninger.

LEHN & FINK PRODUCTS Corp., 445 Park Ave., New York, Dorothy Gray preparations, Lesquendieu preparations, Lysol disinfectant, Hinds Honey and Almond Fragrance Cream, Etiquet Deodorant Cream, Lehn & Fink specialties, Tussy cosmetics, Amphyl germicide, consumer special preparations and O-Syl disinfectant, Lygel and Lygenes, Peb-Ammo ammoniated tooth powder and paste. Adv. Exec.: William Hausberg and Albert Plaut. Agencies: Lennen & Newell Inc.. New York (Lysol, Amphyl, Dorothy Gray and Pep-Ammo); McCann-Erickson Inc., New York (Hinds Honey and Almond Cream and Etiquet), Charles W. Hoyt Co., New York (O'Syl disinfectant); Grey Adv., New York (Tussy); Spitzwe & Mills Ltd., Toronto (Canadian on Lysol and Hinds Honey and Almond Cream, Dorothy Gray and Etiquet).

THE LEHON Co., 4425 S. Oakley Ave., Chicago, Mule-Hide asphalt roofing products and siding. Adv. Exec.: E. L. Sorsen. Agency: Ewell & Thurber Assoc., Chicago.

LEIGH FOODS Inc., 715 Fifth Ave., New York, Flamingo frozen orange juice (S). Adv. Exec.: Stanley V. McArthur.

THE LEISY BREWING Co., 3400 Vega Ave., Cleveland, Leisy's Light, Dortmunder style beer. Adv. Exec.: Norman A. Fox. Agency: McCann-Erickson Inc., New York.

LEJON FRERES Inc., 1011 Filbert St., Philadelphia. Neckline beauty creams. Agency: Weightman Inc., Philadelphia.

LEKTROLITE Corp., 1907 Park Ave., New York, Lektrolite flameless cigarette lighters. Agency: Victor A. Bennett Co., New York. Acct. Exec.: E. D. Kahn.

LEMS LABS. Inc., 2039-45 N. 6th St., Philadelphia, Lem-O-Dine medical products. Adv. Exec.: B. B. Ominsky. Agency: Philip Klein Adv., Philadelphia. Acct. Exec.: Edward Felbin.

LENOX HOTEL, 140 North St., Buffalo, N. Y.

LENTHERIC Inc., 673 Fifth Ave., New York, perfumes and cosmetics. Agency: Cunningham & Walsh Inc., New York.

SOL LENZNER Corp., 636 Genesee St., Buffalo, Aqua Marinated herrings and Queen-O beverage and syrups. Adv. Exec.: I. Z. Lenzner. Agency: Bowman & Block, Buffalo. Acct. Exec.: Nat Block.

LEONARD DIV., Nash-Kelvinator Corp., 14250 Plymouth Rd., Detroit, refrigerators, home freezers, electric ranges, electric water heaters and air driers. Agency: Geyer, Newell & Ganger, Detroit. Acct. Exec.: A. Hughes Wilson.

LEOPOLD-MORSE Co., Adams Sq., Boston, men's clothing. Agency: Hirshon-Garfield Inc., Boston. Acct. Exec.: Gabriel M. Stern.

LESLIE SALT Co., 505 Beach St., San Francisco, Leslie salt. Agency: Long Adv. Service, San Francisco. Acct. Exec.: Milton Wise.

THE LETZ MFG. Co., 800 E. North Rd., Crown Point, Ind., Letz roughage mills, hay choppers, silo fillers and feed grinders. Adv. Exec.: Walter G. Whitehead. Agency: Critchfield & Co., Chicago. Acct. Exec.: E. P. Nesbitt.

LEVER BROS. Co., 390 Park Ave., New York, soaps, powders and food products. Adv. Execs.: Howard R. Bloomquist, George B. Smith, William H. Scully and William K. Eastham. Agencies: Ruthrauff & Ryan, New York (Spry and bulk edibles and Rinso). Acct. Exec.: Lee Frierson; BBDO New York (Swan soap and Breeze). Acct. Execs.: Lee White and William R. Heese; J. Walter Thompson Co., New York (Lux Toilet soap). Acct. Exec.: K. W. Hinks; Sullivan Stauffer, Colwell & Bayles, New York (Lifebuoy and Silver Dust). Acct. Execs.: Thomas S. Coleman and Clemens Hathaway; N. W. Ayer & Son, Philadelphia (Surf). Acct. Exec.: John Upton.

THE LEVERING COFFEE Co., 106 South St., Baltimore, Md., Lord Calvert coffee, Lady Calvert and Vesper teas. Agency: Speed & Co., Baltimore. Acct. Exec.: F. B. Speed.

HERBERT LEVY, 325 W. Jackson Blvd., Chicago, dresses.

LEWIS HOTEL TRAINING SCHOOL, 2301 Pennsylvania Ave., N. W., Washington, D. C., home study and resident courses. Agency: Kaplan & Bruck New York.

LEWIS HOWE Co., 319 S. Fourth St., St. Louis, Nature's Remedy (NR tablets) and Tums. Adv. Exec.: Irwin L. Mahl. Agencies: Dancer-Fitzgerald & Sample, New York (Tums); Ruthrauff & Ryan, Chicago (Nature's Remedy and Tums).

I. LEWIS CIGAR Mfg. Co., 165 Morris Ave., Newark, N. J., La Coronada, S. Seidenberg & Co.'s After Dinner, Melba and John Ruskin cigars (N) (S). Agency: Lewis Adv., Newark, N. J. Acct. Exec.: Milton L. Lewis.

LEWYT Corp., 60 Broadway, Brooklyn, vacuum cleaners. Agency: Hicks & Greist Inc., New York. Acct. Exec.: Harold Greist.

THE LEXINGTON HOTEL, Lexington Ave., New York. Agency: Elmo Ecker Adv., New York.

LOUIS L. LIBBY FOOD PRODUCTS Inc., 5-26 47th Ave., Long Island City, N. Y., Louis L. Libby's frozen foods. Agency: Hicks & Greist Inc., New York.

LIBBY, McNEILL & LIBBY, Chicago, Libby's 100 Famous Food Products.

Adv. Exec.: Alexander Rogers. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: T. P. Jardine; Foote, Cone & Belding, Chicago. Acct. Exec.: S. L. Williams (Pineapple products); BBDO Chicago. Acct. Exec.: Henry Haupt (Frozen Food Div.); McConnell, Eastman & Co., Toronto. Acct. Exec.: John Eastman.

LIBERTY BELL STUDIOS, 1013 Filbert St., Philadelphia, greeting cards. Agency: Harry Feigenbaum Adv. Agency, Philadelphia.

THE LIBERTY CHERRY & FRUIT Co., 227 W. Southern Ave., Covington, Ky., Liberty maraschino cherries and glace fruits. Agencies: Jesse M. Joseph Adv., Cincinnati. Acct. Exec.: Jessee M. Joseph; The James Fisher Co. Ltd., Toronto.

LIBERTY ORCHARDS Co., 117 Mission St., Cashmere. Wash., fruit-nut confections. Agency: Beaumont & Hohman Inc., Seattle. Acct. Exec.: Campbell Beaumont.

LIEBMANN BREWERIES Inc., 36 Forest St., Brooklyn, Rheingold extra dry lager beer. Rheingold ale and McSorley's ale. Adv. Exec.: William L. Dye. Agency: Foote, Cone & Belding, New York. Acct. Exec.: Frank Delano.

LIFE & CASUALTY INSURANCE Co. of Tennesee, 159 4th Ave., N. Nashville, Tenn., life insurance. Agency: L. W. Roush Co., N., Nashville. Tenn.

LIFE INSURANCE Co. of Georgia, 573 W. Peachtree St., N. E., Atlanta Ga., insurance. Agency: Allen, McRae & Bealer Adv., Atlanta.

LIFE SAVERS Corp., N. Main St., Port Chester, N. Y., Life Savers, mints and candy drops. Agencies: Young & Rubicam, New York. Acct. Exec.: John E. Grimm Jr., Young & Rubicam Ltd., Toronto.

LIGGETT & MYERS TOBACCO Co., 630 Fifth Ave., New York, Chesterfield, Fatima and Piedmont cigarettes; Velvet and Granger Rough Cut smoking tobacco and Star and Horse Shoe plug tobacco. Adv. Exec.: Lawrence W. Bruff. Agency: Cunningham & Walsh Inc., New York. Acct. Exec., F. H. Walsh.

LIGHT GRAIN & MILLING Co., Liberal, Kan., Griddle King pancake and waffle mix. Agency: Lago & Whitehead, Wichita, Kan. Acct. Exec.: Paul A. Lago.

LILY MILLS Co., Shelby. N. C., Lily yarns and sewing thread. Agency: Bennett Adv. Inc., High Point, N. C.

THE LINCOLN ELECTRIC Co., 22801 St. Clair St., Cleveland, Ohio, Shield-Arc welders, Fleetweld electrodes and welding supplies. Adv. Exec.: A. F. Davis. Agency: The Griswold-Eshleman Co., Cleveland. Acct. Exec.: Lee R. Canfield.

LINCOLN INDUSTRIES Inc., Marion, Va., furniture and plastics. Agency: Houck & Co., Roanoke, Va.

LINCOLN TAILORS, Lincoln, Neb., Stylecraft tailors, Lincoln trousers. Adv. Exec.: Leon Nefsky. Agency: Buchanan-Thomas Adv. Co., Omaha, Neb. Acct. Exec.: R. R. Foster.

LINDSEY-ROBINSON & Co., Inc., 702 Shenandoah Ave., N. W., Roanoke, Va., Fair-Acre feed and Gambill's Best flour. Adv. Exec.: L. H. Howze. Agency: Courtland D. Ferguson Inc., Richmond, Va.

LION OIL Co., Lion Oil Bldg., El Dorado, Ark., petroleum and chemical products. Adv. Exec.: C. R. Olson. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: C. Yost.

THE LION Inc., 700 N. Pennsylvania Ave., Wilkes-Barre, Pa., Gibbons beer and ale. Adv. Exec.: James Swartz. Agency: Henry W. Gann Adv., Scranton, Pa.

THOMAS J. LIPTON Inc., 1500 Hudson St., Hoboken, N. J., Lipton tea and tea bags, Lipton soups and Frostee frozen dessert mix (N) &S). Agencies: Young & Rubicam Inc., New York. Acct. Exec.: Edward Bond (tea and soup mix); Ruthrauff & Ryan, New York. Acct. Exec.: Thomas W. Richey (Frostee frozen dessert mix).

LIQUID VENEER Corp., Kehr & Urban Sts., Buffalo, N. Y., Liquid Veneer mops and wax; Rat-Nip, Purgo, Veneer-O-Lac, Radiator Neverleak, Purgo, Rust Kill, Liquid Veneer, auto polish, liquid veneer glass polish, Kleensweet and Little Pete. Agencies: Lloyd Mansfield Co., Buffalo, N. Y. Acct. Exec.: Lloyd Mansfield; Ellis Adv. Co., Buffalo, N. Y.

LITTLE CROW MILLING Co., Warsaw, Ind., coco-wheats. Adv. Exec.: R. D. Maish. Agency: Rogers & Smith, Chicago. Acct. Exec.: R. H. Reynolds.

LIVERIGHT PUB. Corp., 386 4th Ave., New York, books. Agency: Gelles Adv. Inc., New York.

LO-CALORY FOOD Co., 1819 Broadway, New York, R. D. X., diet aid. Agency: Grey Adv., New York. Acct. Exec.: Cleve Carey.

LOCKWEDGE SHOE Corp. of America Inc., 280 S. Front St., Columbus, Ohio, Dr. M. W. Locke shoe. Adv. Exec.: H. D. Erk. Agency: Frederick-Clinton Co., New York. Acct. Exec.: R. S. Buckbinder.

LOEW'S Inc., 1540 Broadway, New York, M-G-M motion pictures and Loew's theatre circuit. Adv. Exec.: S. F. Seadler. Agency: Donahue & Coe., New York. Acct. Exec.: O. A. Kingsbury.

LOFT CANDY Corp., 3838 Ninth St., Long Island City, N. Y., candy, gifts and toys. Agency: Al Paul Lefton Co., New York.

LOGAN Co., 200 Cabel St., Louisville, Ky., conveyors, builders iron and wire works, bedding, fireplace screens and fireplace equipment and summer furniture. Adv. Exec.: W. Hume Logan Jr. Agency: Farson, Huff & Northlich, Louisville, Ky.

LOMA LINDA FOOD Co., Arlington, Calif., Gravy Quick. Adv. Exec.: Werner Carlson. Agency: Elwood J. Robinson Adv., Los Angeles. Acct. Exec.: Elwood J. Robinson.

LONDON GRAMOPHONE Corp., 521-39 W. 25th St., New York, London records. Agency: Manhattan Adv., New York. Acct. Exec.: G. Friedman.

LONE STAR GAS Co., 301 S. Harwood St., Dallas, natural gas service and gas appliances, ranges, refrigerators, water heaters and air conditioning equipment.

LONERGAN Mfg. Co., 704 Clark St., Albion, Mich., oil and gas burning home heaters dehumidifiers and furnaces. Agency: Netedu Adv., St. Joseph, Mich.

THE LONG-BELL LUMBER Co., 10th & Grand Ave., Kansas City, building materials. Adv. Exec.: Tom Hope. Agency: Ford Adv., Enid, Okla.

LONGINES-WITTNAUER WATCH Co., 580 Fifth Ave., New York, Wittnauer, Longines, watches and scientific instruments. Adv. Exec.: Lillian L. Shapiro. Agency: Victor A. Bennett Co., New York.

LORENZ BROOM & MOP Co., Arlington, Calif., Lorenz sponge rubber broom. Agency: Elwood J. Robinson & Co., Los Angeles. Acct. Exec.: R. C. Neuman.

LOS ANGELES BREWING Co., 1910 N. Main St., Los Angeles, beer. Agency: Warwick & Legler Inc., Los Angeles.

LOS ANGELES NUT HOUSE, 4920 S. Soto St., Los Angeles, peanut butter and packaged nut meats, potato chips and candy. Agency: Erwin, Wasey & Co., Los Angeles. Acct. Exec.: Mel Smith.

LOS ANGELES SOAP Co., 617 1st St., Los Angeles, White King granulated soap, Mission Bell, White King, Sierra Pine toilet soaps, Scotch triple action cleanser and Merrill's rich suds. Adv. Exec.: E. M. Finehout. Agency: Raymond R. Morgan Co., Hollywood. Acct. Exec.: Raymond R. Morgan.

LOS ANGELES TIMES, 202 W. 1st St., Los Angeles, newspaper. Adv. Exec.: Emile A. Hartford. Agency: Smalley, Levitt & Smith Inc., Los Angeles. Acct. Exec.: Edwin Brandt.

ANDY LOTSHAW & Co., 126 N. Clinton St., Chicago, Gorjus hair dressing and Lotshaw body rub. Agency: Simmonds & Simmonds Inc., Chicago. Acct. Exec.: Curtis R. Winters.

LOUISIANA DEPT. OF COMMERCE & INDUSTRY, 2301 State Capitol St., Baton Rouge, La., industrial and tourist advantages. Agency: Bauerlein Adv., New Orleans, La.

LOUISIANA SWEET POTATO ADV. and DEVELOPMENT COMMISSION, Domicile, Baton Rouge, La., sweet potatoes. Agency: Bauerlein, New Orleans, La.

LOUISVILLE & NASHVILLE RAILROAD Co.. 9th & Broadway, Louisville, Ky., railroad service. Agency: Griswold-Eshleman Co., Cleveland. Acct. Exec.: R. H. Ewing.

JOE LOWE Corp., 601 W. 26th St., New York, Popsicle, Fudgsicle, Creamsicle and ice cream-on-a-stick. Adv. Exec.: Richard H. Gross. Agency: Blaine-Thompson Co., New York.

LOWE SEED Co., Aroma Park, Ill., hybrid seed corn.

R. LOWENBAUM Mfg. Co., 2225 Locust St., St. Louis, Junior Miss dresses and junior sportswear. Adv. Exec.: Joseph Glaser Jr. Agency: Marjorie Wilten Adv., Clayton, Mo.

FRED I. LOWENFELS & SON, 16 Jay St., New York, butter and margarine (S). Adv. Exec.: Albert Lowenfels. Agency: Al Paul Lefton Co., New York. Acct. Exec.: Bob Misch.

LOWRY HOTEL, 339 Wabasha St., St. Paul, Minn. Agency: David Inc., St. Paul, Minn.

LUBER-TONE Inc., 2112 Washington Ave., St. Louis, Luber-Tone lubricant for automobiles, aircraft and diesel engines.

LUCKY CLUB Co., 635 Delmonte Way, St. Louis, Lucky Club concentrate and syrup and Holiday concentrate. Agency: Maxwell Adv. Co., St. Louis. Acct. Exec.: Joseph A. Maxwell.

LUCKY LAGER BREWING Co., 2601 Newhall St., San Francisco, Lucky Lager. Agency: McCann-Erickson, San Francisco. Acct. Exec.: Burton C. Granicher.

LUCKY TIGER Mfg. Co., 2901 Fairmount Ave., Kansas City, Lucky Tiger hair tonic, Never-Tel deodorant, Magic shampoo. Agency: Grant Adv., Chicago. Acct. Exec.: Hill Blackett Sr.

LUSK CANDY Co., Davenport, Iowa, candy. Adv. Exec.: I. Friedman. Agency: Alter Adv., Rock Island, Ill.

FLORENCE LUSTIG OF NEW YORK, 54 E. 57th St., New York, women's fashions. Agency: The Bobley Co., New York. Acct. Exec.: Harry W. Bobley.

LUTHERAN LAYMAN'S LEAGUE, 3558 S. Jefferson St.. St. Louis, religious broadcast. Agencies: Gotham Adv. Co., New York. Acct. Exec.: Arthur Kron; Pan American Broadcasting Co., New York. Acct. Exec.: Eugene Bernald.

LUX CLOCK Mfg. Co., Waterbury, Conn., clocks and timing devices. Agency: Edward Graceman & Assoc., Hartford, Conn.

LYON VAN & STORAGE Co., 1950 S. Vermont Ave., Los Angeles, moving services and storage household goods. Agency: Smalley, Levitt & Smith, Los Angeles. Acct. Exec.: Jack Smalley.

M

"M" SYSTEM Inc., U. S. Highway 61 N., Vicksburg, Miss., "M" system trailer coaches. Agency: Lake-Spiro-Shurman Inc., Memphis.

M & M LTD., 200 N. 12th St., Newark, N. J.. M & M's candy coated chocolate. Agency: William Esty Co., New York. Acct. Exec.: Mark Byron.

M. & N. CIGAR Mfrs. Inc., 1390 E. 30th St., Cleveland, Student Prince, Cameo, John Carver and Judge Wright cigars. Agency: Ohio Adv., Cleveland.

MABLEY & CAREW, Carew Tower, Cincinnati, specialty and department store.

MACFADDEN - DEAUVILLE HOTEL, 6701 Collins Ave., Miami Beach, Fla., hotel.

MACFADDEN MEN'S GROUP, 205 E. 42d St., New York, True Detective, Saga. Sport magazines. Agency: Ruthrauff & Ryan, New York.

MACFADDEN, TRUE STORY WOMEN'S GROUP, 205 E. 42d St., New York, True Story, True Romance, True Experiences, True Love Stories, Photoplay and Radio Television Mirror. Agency: Ruthrauff & Ryan, New York.

MACKIE LOVEJOY Mfg. Co., 1701 N. Salina St., Syracuse, N. Y., candles. Agency: Kelly, Nason Inc., New York.

MacLEVY DANCE STUDIO SYSTEM Inc., 189 Lexington Ave., New York, chain of children's talent schools. Agency: Associated Adv. Service, New York. Acct. Exec.: Robert Lipman.

MACY'S, Broadway & 34th St., New York, department store. Adv. Exec.: Louis Tannenbaum. Agency: Grey Adv. Inc., New York. Acct. Execs.: Jack Wyatt and Joseph Bailey.

THE MADERA BONDED WINE & LIQUOR Co., 1300-1308 Russell, Baltimore, Madera's wines and liquors. Agency: The Joseph Katz Co., Baltimore. Acct. Exec.: E. Lyell Gunts.

MADISON SILO Co., 119 Monona Ave., Madison, Wis., Madison concrete stave silos. Agency: Ralph Timmons Inc., Madison, Wis.

MAGIC CHEF Inc., 1641 S. Kingshighway Blvd., St. Louis, domestic and commercial ranges, broilers, bake ovens, kitchen heating ranges with gas, oil or coal and gas and oil space heaters. Adv. Exec. Tom Gibbons Agency: Krupnick & Assoc., St. Louis. Acct. Exec.: Tom J. Connelly.

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MAGIC FISHING REEL Co., 1749 Wazee St., Denver, fishing reel. Agency: Harold Walter Clark Inc., Denver.

MAGNA ENGINEERING Corp., Menlo Park, Calif., Shopsmith power tools. Adv. Exec.: Jerry Steimle. Agency: N. W. Ayer & Son, San Francisco.

MAGNOLIA PETROLEUM Co., Magnolia Bldg., Dallas, petroleum products. Adv. Exec.: R. M. Carter. Agency: Ratcliffe Adv. Agency, Dallas.

MAGNUS HARMONICA Corp., 439 Frelinghuysen Ave., Newark, N. J., plastic harmonicas, accordions, portable organs, and plastic musical instruments.

THE MAHDEEN Co., 260 North St., Nacogdoches, Tex., Mahdeen for dandruff, Mahdeen shampoo and hair cream. Adv. Exec.: E. C. Best. Agency: Grant Adv., Dallas.

MAHR Co., 707 19th St., Des Moines, Iowa, house plant specialties. Adv. Exec.: Leighton Authier. Agency: Lessing Adv. Co., Des Moines. Acct. Exec.: C. T. Flynn.

T. E. MAICO Co., 21 N. Third St., Minneapolis, hearing aids, audiometers, stethetrons and group hearing aids. Agency: Bozell & Jacobs Inc., Minneapolis. Acct. Exec.: Lloyd Borg.

MAIER BREWING Co., 440 Aliso St., Los Angeles. Brew 102 beer. Agency: John I. Edwards & Assoc., Los Angeles.

MAINE SARDINE INDUSTRY, 48 Winthrop St., Augusta, Me., sardines. Agency: Brooke, Smith, French & Dorrance, New York.

MAJESTIC FABRICATORS Inc., 9th Ave. & W. Iowa St., Evansville, Ind., chrome furniture. Agency: Keller-Crescent Co., Evansville, Ind.

MAJESTIC Mfg. Co., 4550 Gustine St., St. Louis, Majestic combination 2-fuel single oven ranges. Agency: Warner & Assoc., St. Louis.

MAJESTIC RADIO & TELEVISION, 385 4th Ave., New York, Majestic television and radio receivers, Garod TV and radio. Agency: Shappe-Wilkes Inc., New York. Acct. Exec.: Sam Groden.

MALBE, 525 7th Ave., New York, blouses. Agency: Shephard & Edwards, New York.

MALL TOOL Co., 7740 S. Chicago St., Chicago, Mall and Mallsaw tools, Mall drill, portable power tools and chain saw. Adv. Exec.: E. E. Reinke. Agency: Paulson-Gerlach & Assoc., Milwaukee. Acct. Exec.: B. J. Paulson.

MALLEABLE IRON RANGE Co., Beaver Dam, Wis., Monarch electric ranges, water heaters, gas ranges, coal-wood and oil circulators, coal-wood ranges. Adv. Exec.: C. W. Haider. Agency: Greer-Murray Co., Oshkosh, Wis.

MALONEY BROS. NURSERY Co., 285 Main St., Dansville, N. Y., fruit trees, roses and shrubs. Adv. Exec.: H. W. Maloney Agency: The Armand S. Weill Co., Buffalo, N. Y.

MALTEX Co., Burlington, Vt., Maltex cereal and Maypl Oats cereal. Agency: Samuel Croot Co., New York. Acct. Exec.: Donald Brant.

MANCHESTER BISCUIT Co., Sioux Falls, S. D., cookies and crackers. Agency: George H. Hartman Co., Chicago.

MANDEE FABRICS Inc., 1412 Broadway, New York, rayon and rayon acetate fabrics. Adv. Exec.: Abby Levine. Agency: William Wilbur Adv., New York. Acct. Exec.: Trudy Richmond. Acct. Exec.: Florence Lord.

MANHATTAN SOAP Co., 441 Lexington Ave., New York, Sweetheart soap and Blu-White flakes (N) (S). Adv. Exec.: A. Tarr. Agency: Scheideler, Beck & Werner Inc., New York. Acct. Exec.: J. Scheideler.

THE B. MANISCHEWITZ Co., 143 Bay St., Jersey City, N. J., Matzo and Kosher food products. Agency: A. B. Landau Inc., New York. Acct. Exec.: Herman Younglieb.

THE B. MANISCHEWITZ Co. of New York Inc., 673 Broadway, New York, Matzos and Matzo products. Agency: A. B. Landau Inc., New York. Acct. Exec.: Herman Younglieb.

MANSFIELD SHOES, Whitman, Mass., shoes. Adv. Exec.: Walter Avery. Agency: Young & Rubicam, New York. Acct. Exec.: Raymond Browne.

MANUFACTURERS & TRADERS TRUST Co., 284 Main St., Buffalo, N. Y. Agencies: Comstock & Co., Buffalo, N. Y. Acct. Exec.: Henry W. Comstock; Edwin Bird Wilson Inc., New York.

MANUFACTURERS TRUST Co., 55 Broad St., New York. Agency: McCann-Erickson, New York. Acct. Exec.: Thomas T. Ryan.

MARATHON LINE Co., Homer, N. Y., fishing lines.

D. J. MARCEY Co., 77 W. Washington St., Chicago, Arlac remedy for hay fever and allergies, Nodeo for body odor and Nlcillin for acne. Agency: Frederic R. Kleinman Adv., Chicago.

MARGO WINE Co., 12th & Sedgley Ave,. Philadelphia, California and American wines. Agency: J. M. Korn & Co., Philadelphia.

MARHOEFER PACKING Co., 820 Fulton, Chicago, meat specialties. Agency: Ruthrauff & Ryan, Chicago.

THE MARIETTA CONCRETE Corp., Marietta, Ohio, farm and industrial silos and concrete products. Adv. Exec.: F. Leonard Christy. Agency: Harry M. Miller Inc., Columbus. Acct. Exec.: Harold Wellinger.

MARINE ELECTROLYSIS ELIMINATOR Co., 617 Dearborn St., Seattle, Wash., Red Devil soot and carbon remover. Agency: Penman - Neil Adv. Agency, Seattle. Acct. Exec.: F. A. Bartlett.

THE MARINE TRUST Co. of Western New York, 237 Main St., Buffalo, bank services (S). Adv. Exec.: George J. Enser. Agency: BBDO, Buffalo. Acct. Exec.: Ivan L. Peterson.

MARITIME MILLING Co., Chamber of Commerce Bldg., Buffalo, dairy, stock and poultry feeds. Agency: Lloyd Mansfield Co., Buffalo, N. Y.

HOTEL MARK HOPKINS, 999 California St., San Francisco. Adv. Exec.: K. Hart Smith. Agency: Honig-Cooper Co., San Francisco. Acct. Exec.: Jack Davis.

MARLBORO SHIRT Co., Paca & Lombard Sts., Baltimore, men's and boys' dress shirts, sportswear and outerwear. Adv. Exec.: A. J. Wolf. Agency: Leonard F. Fellman & Assoc., Philadelphia.

MARLENE'S Inc., 230 N. Michigan Ave., Chicago, Marlene's hair waving shampoo and Mynex reducing tablets. Agency: O'Neil, Larson, & McMahon, Chicago. Acct. Exec.: James C. Corr.

THE MARLIN FIREARMS Co., 79 Willow St., New Haven, Conn., guns and razor blades. Adv. Exec.: Lawrence B. Ferguson. Agency: Scheideler, Beck & Werner, New York.

MARLIN - ROCKWELL Corp., 402 Chandler St., Jamestown, N. Y., M-R-C bearings. Adv. Exec.: C. W. Rauch. Agency: Griffin & Rowland, New York. Acct. Exec.: Harold Griffith.

THE MARQUETTE NATIONAL BANK OF MINNEAPOLIS, 517 Marquette Ave., Minneapolis. Agency: Ray C. Jenkins Adv., Minneapolis. Acct. Exec.: Ray C. Jenkins.

MARS Inc., 2019 N. Oak Park Ave., Chicago, Milky Way, Snickers, The 3 Musketeers, Mars, Forever Yours, Dr. I. Q. and Mars cocoanut bar. Agency: Leo Burnett Co., Chicago. Acct. Exec.: R. E. Ellis.

MARS TELEVISION Inc., Colonial Ave., Corona, N. Y., Mars television. Agency: Mann-Ellis Inc., New York.

MARSHALL CANNING Co., Marshalltown, Iowa, Brown Beauty beans and canned vegetables. Adv. Exec.: A. W. Cober. Agency: The L. W. Ramsey Co., Chicago.

MARSHALL - WELLS Co., Duluth, Minn., Easycoat paint, home appliances, tires, Zenith washers. Adv. Exec.: A. H. Myhre. Agency: Olmsted & Foley Adv. S., Minneapolis. Acct. Exec.: John T. Foley.

MARTHA MAID Mfg. Co., 367 W. Adams St., Chicago, women's slips and lingerie. Adv. Exec.: Louis S. Horwitch. Agency: Allan Marin & Assoc., Chicago.

THE GLENN L. MARTIN Co., Baltimore, Md., military and commercial aircraft, aircraft equipment and special weapons. Agency: Van Sant, Dugdale & Co., Baltimore. Acct. Exec.: Thomas F. C. Quinn.

MARTIN INDUSTRIES Inc., 2517 S. Michigan St., Chicago, mail order house. Agency: Frederic R. Kleiman Adv., Chicago.

PEGGY MARTIN BLOUSE & SPORTSWEAR, 1410 Broadway, New York, Peggy Martin Originals. Adv. Exec.: Irving S. Friedman.

JOSEPH MARTINSON & Co., 190 Franklin St., New York, Martinson's coffee and tea. Agencies: Al Paul Lefton Co., New York. Acct. Exec.: Robert Misch; Neff-Rogow Inc.. New York.

THE MARYLAND PHARMACEUTICAL Co., 2419 Greenmount Ave., Baltimore, REM for Coughs and REL for head colds. Agency: Joseph Katz Co., Baltimore.

C. H. MASLAND & SONS, Spring Rd., Carlisle, Pa., Masland Beautiblend broadloom rugs and carpets, hunting and fishing clothes. Agency: Anderson & Cairns Inc., New York. Acct. Exec.: Karl Knipe.

MASON, AU & MAGENHEIMER CONFECTIONERY Mfg. Co., P. O. Box 549, Mineola, L. I., N. Y., Mason Peaks, Mason Mints, Mason Black Crows and Dots confections. Adv. Exec.: F. E. Magenheimer. Agency: Turner & Dyson Inc., New York.

MASON CITY BRICK & TILE Co., Mason City, Iowa, Denison Kwiklay tile. Adv. Exec.: C. H. Koplen. Agency: Son De Regger Adv., Des Moines.

MASON & MASON Inc., 213 N. Desplaines, Chicago, Mason's root beer. Agency: Irving J. Rosenbloom Adv., Chicago. Acct. Exec.: Irving J. Rosenbloom.

THE MASSACHUSETTS DEVELOPMENT & INDUSTRIAL COMMISSION, 20 Somerset St., Boston. Agencies: Bernard F. Ostreicher Adv., Boston; Burke Adv., Boston; Holdeman & Schindler Inc., Boston.

THE MASSEY-HARRIS Co., Racine, Wis., complete line modern tractor farming equipment. Adv. Exec.: J. H. Dalton. Agency: Klau-Van Pietersom-Dunlap Assoc., Milwaukee. Acct. Exec.: P. Nordloh.

JOHN W. MASURY & SON Inc., 1700 Bayard St., Baltimore, paints. Agency: H. W. Beddemeler Co., Baltimore.

MATSON NAVIGATION Co., 215 Market St., San Francisco, travel from San Francisco, Los Angeles to Hawaii, New Zealand, Australia, via Samoa and Fiji. Agency: Holst & Cummings Ltd., San Francisco.

MAURER-NEUER Corp., 1221 Baltimore St., Kansas City, meat packers. Adv. Exec.: Marilla E. Kingsbury. Agency: C. Wendel Muench & Co., Chicago. Acct. Exec.: W. O. Yocum.

MAVAR SHRIMP & OYSTER Co. Ltd., East Beach & Maple Sts., Biloxi, Miss., Victor shrimps and oysters. Agency: Caire Assoc., New Orleans, La.

EARL E. MAY SEED Co., Shenandoah, Iowa, seeds, nursery stock, hybrid corn and baby chicks. Adv. Exec.: W. V. Overbey. Agency: Allen & Reynolds, Omaha, Neb.

GEORGE S. MAY Co., Engineering Bldg., Chicago, business engineering services. Adv. Exec.: C. A. Posson. Agencies: E. H. Brown Adv., Chicago. Acct. Exec.: James A. Duffy; M. M. Fisher Assoc., Chicago.

MAYBERT Corp., 325 E. 3d St., Mt. Vernon, N. Y., Marrie Magic tube cream shampoo. Adv. Exec.: B. S. Colnes. Agency: Hilton & Riggio, New York. Acct. Exec.: Robert Stivers.

OSCAR MAYER & Co., 910 Mayer Ave., Madison, Wis., meat products (S). Agency: Sherman & Marquette, Chicago. Acct. Exec.: Larry Wherry.

ALFRED W. McCANN JR., 104 E. 40th St., New York, food products.

McCOLL-FRONTENAC OIL Co., Ltd., 360 St. James St., Montreal, petroleum products. Agency: Ronalds Adv. Ltd., Montreal.

McCONNELL SCHOOLS Inc., 1030 Nicollet Ave., Minneapolis, air hostess-stewardess training, modeling and self development course. Agency: Alfred Colle Co., Minneapolis, Minn. Acct. Exec.: Sam Bridges.

McCONNON & Co., 326 E. 3d St., Winona, Minn., household, farm necessities and agricultural chemicals. Adv. Exec.: G. A. Ostrom. Agency: Graves & Assoc., Minneapolis.

McCORMICK & Co., 414 Light St., Baltimore, McCormick spices, flavoring extracts, food colors, mayonnaise, mustard, Bee Brand insect powder, spray and disinfectant, Red Arrow and Black Arrow insecticides, household drugs, iron glue and coffee. Adv. Exec.: Keene A. Roadman. Agency: Cecil & Presbrey Inc., New York. Asst Exec.: Taylor S. Castrell.

McDOUGALL-BUTLER Co., 6-24 Evans, Buffalo, N. Y., paints, enamels, varnish and furniture polish. Adv. Exec.: A. S. Butler Jr. Agency: J. G. Kelly Co., Buffalo, N. Y. Acct. Exec.: James Kelly.

ALFRED D. McKELVY Co., 711 Fifth Ave., New York, Seaforth toiletries. Adv. Exec.: Ben M. Hines. Agency: Morse International, New York.

JAY G. McKENNA Inc., P. O. Box 677, Elkhart, Ind., Kennatrack sliding door hardware. Adv. Exec.: Paul R. Fishbaugh. Agency: Lincoln J. Carter Adv. Agency, S. Bend, Ind. Acct. Exec.: Lincoln Carter.

McKENZIE MILLING Co., Quincy, Mich., pancake flour. Agency: Aubrey, Finlay, Marley & Hodgson Inc., Chicago. Acct. Exec.: Leonard Krick.

McKESSON & ROBBINS Inc., Grasmere Ave., Bridgeport, Conn., Calox tooth powder, Albolene cream, Yodora deodorant, Albolene-Liquid, Soretone, McKesson's specialties, health helps, toiletries, vitamin products, Bexel vitamins, Ora denture cleanser, Tawn toiletries for men and Tartan suntan lotion. Agencies: J. D. Tarcher & Co., New York (Calox tooth powder, Yodora deodorant cream, Tartan suntan lotion and Bexel vitamin capsules); Ellington & Co., New York (Albolene cream, Ora denture cleanser, Soretone and Tawn toiletries); Murray Breese Assoc., New York (Octofen and Surin).

W. F. McLAUGHLIN & Co., 610 N. LaSalle St., Chicago, Manor House coffee. Adv. Exec.: Herbert P. McLaughlin. Agency: Earle Ludgin & Co., Chicago.

McMILLEN FEED MILLS, 300 Fort Wayne Bank Bldg., Fort Wayne, Ind., Master Mix complete concentrates and straight feeds. Agencies: Bonsib Adv. Agency, Ft. Wayne; Superior Adv., Ft. Wayne.

McNAIRS' YIELD-TESTED SEED Co., Laurinburg, N. C., agricultural crop seeds.

JOHN McQUADE Co., 229 E. 42d St., New York, house paints, varnishes and enamels. Adv. Exec.: W. B. Hanft. Agency: Hicks & Greist Inc., New York. Acct. Exec.: C. Halverson.

MEDOMAK CANNING Co., Rockland, Me., One Pie Brand pie fillings. Agency: Ingalls-Miniter Co., Boston. Acct. Exec.: J. R. Miniter.

MEGOWEN EDUCATOR FOOD Co., 27 Jackson St., Lowell, Mass., Crax and Educator saltines. Agency: John C. Dowd Inc., Boston. Acct. Exec.: Lawrence Duane.

MEGS MACARONI Co., Harrisburg, Pa., Pennsylvania Dutch Bott Bol pot pie. Adv. Exec.: D. W. Wolfe. Agency: Michenor & O'Connor Inc., Harrisburg, Pa. Acct. Exec.: Walter O'Connor.

MELETIO SEA FOOD Co., 828 N. 6th St., St. Louis, Golden Dipt breading, fish and sea food. Agency: Oakleigh R. French & Assoc., St. Louis. Acct. Exec.: Al Maescher.

MELROSE CEDAR POINT Inc., Cedar Point, Sandusky, Ohio, resort. Adv. Exec.: D. M. Scheider. Agency: Koehl, Landis & Landan Inc., New York. Acct. Exec.: Russell C. Rowan.

THE MELVILLE Co., 3301 Colerain St., Cincinnati, agents. Adv. Exec.: Joel Freedman. Agency: E. H. Brown Adv. Agency, Chicago. Acct. Exec.: Harry Schneiderman.

MELVILLE SHOE Corp., 25 W. 43d St., New York, John Ward and Thom McAn shoes. Agency: Anderson & Cairns Inc., New York. Acct. Exec.: John N. Jackson (Thom McAn shoes); Neff-Rogow Inc., New York; Pedlar & Ryan Inc., New York (John Ward shoes).

THE MELVIN Co., P. O. Box 72, S. Pasadena, Calif., Rasema for skin irritations and Dozets sedative. Agency: General Adv. Agency Inc., Hollywood.

THE MENNEN Co., 345 Central Ave., Newark, N. J., Mennen lanolin oil, Lather and Brushless Shave, Skin Bracer, Skin Balm, talcum for men, Quinsana, lanolin baby oil, baby powder, baby soap, baby cream, Tips-For-Tots, Mennen cream hair oil, Mennen baby magic skin care. Adv. Exec.: Leonard V. Colson. Agencies: Grey Adv., New York (baby products and Quinsana); Kenyon & Eckhart Inc., New York (shaving products).

THE MENTHOLATUM Co., 1360 Niagara St., Buffalo, N. Y., Mentholatum and Mentholatum medicated stick. Agency: J. Walter Thompson Co., New York.

MERCANTILE TRUST Co., 721 Locust St., St. Louis, bank and trust services. Adv. Exec.: Ralph K. Brown. Agencies: Oakleigh R. French & Assoc., St. Louis. Acct. Exec.: C. S. Pangman; Albert Frank-Guenther Law, New York.

MERCHANTS MUTUAL CASUALTY Co., Merchants Mutual Bldg., Buffalo, automobile insurance. Agency: Finley H. Greene Adv., Buffalo. Acct. Exec.: F. R. Greene.

MERIT GREETING CARD Co., 370 Plane St., Newark, N. J., greeting cards. Agency: Louis F. Herman Adv., Newark, N. J.

MERLITE INDUSTRIES Inc., Merlite fire extinguishers. Agency: Schwab & Beatty Inc., New York.

MEROD-JACCARD & KING JEWELRY Co., 900 Locust St., St. Louis. Adv. Exec.: Helen Prange. Agency: Casmir Adv. Co., New York.

MERRILL-CLARK-MEINIG Inc., 437 Fifth Ave., New York, Shalimar women's gloves. Agency: Sterling Adv., New York. Acct. Exec.: Leona Bowman.

MESA COUNTY PEACH GROWERS, Palisade, Col., peaches. Agency: Conner Adv. Inc., Denver. Acct. Exec.: Cecil R. Conner.

METAL TEXTILE Corp., 647 E. 1st Ave., Roselle, N. J., Chore-Boy, Chore-Girl, Chore Chum, Chore Knob, Chore Mop, Chore Sponge, Monel-O metal knitted products and Golden Fleece pot cleaner. Agency: The Franklin Fader Co., Newark, N. J. Acct. Exec.: Franklin Fader.

METAL TILE PRODUCTS Inc., 225 E. Walnut St., Hastings, Mich., Hastings Alumitile wall tile, Alumi-Awning awnings and aluminum doorhoods. Agency: MacDonald-Cook Co., South Bend, Ind. Acct. Exec.: C. A. MacDonald.

METROPOLIS BREWERY OF NEW JERSEY Inc., 1024 Lamberton St., Trenton, Champale (N) (S). Adv. Exec.: Benjamin Hertzberg. Agency: Hilton & Riggio, New York. Acct. Exec.: Peter Hilton.

METROPOLITAN LIFE INSURANCE Co., 1 Madison Ave., New York. Adv. Exec.: Robert C. Durham. Agencies: Young & Rubicam, New York. Acct. Exec.: D. H. Payne; Young & Rubicam, Montreal and Toronto.

METZ BREWING Co., 210 Hickory St., Omaha, Neb., Metz extra dry and Metz Supreme beer. Adv. Exec.: Francis M. Curran. Agency: Buchanan-Thomas Adv., Omaha. Acct. Exec.: Charles Harding.

MEYENBERG MILK PRODUCTS Co., Russ Bldg., San Francisco, Meyenberg's All-Pure evaporated milk and condensed sweetened milk. Agency: J. Walter Thompson Co., Los Angeles. Acct. Exec.: Douglas Merservey.

THE MEYER FURNACE Co., 1300 S. Washington St., Peoria, Ill., Weir-Meyer heating and air conditioning equipment. Agency: Arbingast, Becht & Assoc., Peoria, Ill. Acct. Exec.: Harper Arbingast.

THE MIAMI MARGARINE Co., 107-109 E. Pearl St., Cincinnati, Nu-Maid and Fairview margarine. Agency: The Ralph H. Jones Co., Cincinnati. Acct. Exec.: Stanley A. Willer.

ED MICHAUD Ltd., 440 McGill St., Montreal, Buckley Brooks hats. Adv. Exec.: J. Hector Lalonde. Agency: E. W. Reynolds Ltd., Montreal. Acct. Exec.: A. S. Morrison.

MICHIGAN BLUEBERRY GROWERS Assn., Grand Junction, Mich., cultivated blueberries. Agency: Charles W. Hoyt Co., New York. Acct. Exec.: K. G. Martin.

MICHIGAN BULB Co., 950 Monroe Ave., Grand Rapids, Mich., flower bulbs. Adv. Exec.: Forrest C. Laug. Agency: O'Neil, Larson & McMahon, Chicago. Acct. Exec.: Walter McWilliams.

MICHIGAN CHEMICAL Corp., St. Louis, Mich., pestmaster, DDT insecticides, pharmaceuticals and industrial chemicals. Agency: Wesley Aves & Assoc., Grand Rapids, Mich.

MICHIGAN MUSHROOM Co., Niles, Mich., canned mushrooms, mushroom steak sauce, cream of mushroom soup and stock and asparagus. Agency: L. W. Ramsey Co., Chicago. Acct. Exec.: L. H. Copeland.

MICHIGAN MUTUAL LIABILITY Co., 28 W. Adams Ave., Detroit, casualty insurance. Agency: Otto & Abbs Inc., Detroit.

MICHIGAN STATE APPLE COMMISSION, 309 Seymour St., Lansing, Mich., Michigan apples.

MICKELBERRY'S FOOD PRODUCTS Co., 801 W. 49th Pl., Chicago, Mickelberry's Old Farm sausage, bacon and other high-grade meat specialties. Adv. Exec.: M. Mickelberry. Agency: L. W. Ramsey Co., Chicago. Acct. Exec.: L. H. Copeland.

KING MIDAS FLOUR Co., 660 Grain Exchange Bldg., Minneapolis, flour and feeds (S). Adv. Exec.: Robert L. Mullen. Agencies: Cruttenden & Eger, Chicago. Acct. Exec.: Harley B. Hobbs (flour); Mullen-Nicolin, Minneapolis. Acct. Exec.: Robert D. Nicolin (feeds).

MID-CONTINENT AIRLINES Inc., 102 E. 9th St., Kansas City, air transportation. Adv. Exec.: P. E. Condon. Agencies: Creative Adv., N. Kansas City. Acct. Exec.: Ben K. West; Valentine-Radford Adv., Kansas City.

MID-CONTINENT PETROLEUM Corp., Mid-Continent Bldg., Tulsa, Okla., complete line of "D-X" and Diamond motor oil, lubricating gasoline, greases and lubricants. Adv. Exec.: Dale Rogers. Agency: R. J. Potts, Calkins & Holden, Kansas City. Acct. Exec.: J. B. Woodbury.

MIDDLEBROOKE LANCASTER Inc., 304-10 Hewes St., Brooklyn, Nutrine padettes, hair products, beauty and barber supplies. Adv. Exec.: James Miller. Agency: Lancaster Adv., New York.

THE MIDLAND FLOUR MILLING Co., 1725 Armour Rd., N. Kansas City, Town Crier flour. Agency: Crook Adv., Dallas, Tex. Acct. Exec.: James Anderson.

MIDLAND SHOE Co., 1412 Washington Ave., St. Louis, Penmoor women's shoes, Harditreads children's and men's shoes, De Rose women's shoes. Agency: Larson Adv. Co., St. Louis. Acct. Exec.: LaVerne Simon.

MIDWAY Co., Kearney, Neb., miniature radios, gifts, novelty merchandise and intercommunication equipment. Agency: Arrow Adv. Agency, Kearney.

MIDWEST CHEMICAL DEVELOPMENT Corp., 1243 W. 3d St., Cleveland, Pell's tablets. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: Walter Rubens.

MIFFLIN CHEMICAL Co., 1801 S. Delaware Ave., Philadelphia, Mifflin rubbing alcohol. Agency: The Joseph Katz Co., New York.

S. E. MIGHTON Co., Bedford, Ohio, ABC dog and cat food. Agencies: Gregory & House Inc., Cleveland. Acct. Exec.: Honor Gregory; G. Norman Burk Inc., Pittsburgh. Acct. Exec.: G. N. Burk.

D. W. MIKESELL Inc., 142 S. Williams St., Dayton, potato chips. Agency: Weber, Geiger & Kalat Inc., Dayton. Acct. Exec.: Edward J. Kalat.

MILADY BRASSIERE & CORSET Co., 6 E. 32d St., New York, Fruit of the Loom, and Ladyform bras and girdles. Agency: Wexton Co., New York.

LOUIS MILANI FOODS Inc., 2312 W. Olympic Blvd., Los Angeles, Milani foods. Agency: Leonard Shane Agency, Los Angeles. Acct. Exec.: James Ward.

MILES LABS. Inc., 1127 Myrtle St., Elkhart, Ind., Alka-Seltzer, One-A-Day vitamins, Bactine and Tabcin (N). Adv. Exec.: Perry L. Shupert. Agency: Geoffrey Wade Adv., Chicago. Acct. Exec.: Geoffrey Wade II.

MILES SHOES Inc., 345 Hudson St., New York, shoe chain. Agency: Hirshon-Garfield Inc., New York.

THE E. B. MILLAR COFFEE Co., 1822 Blake St., Denver, Millar's hotel and restaurant coffee. Agency: Bradley Lane Adv., Denver.

MILLER-BECKER Co., 6411 Central Ave., Cleveland, Ohio, Cotton Club beverages. Adv. Exec.: Rudy Miller. Agency: Lang, Fisher & Strashower Inc., Cleveland. Acct. Exec.: Alvin B. Fisher.

MILLER BREWING Co., 4000 W. State St., Milwaukee, Miller High Life beer. Adv. Exec.: Vernon S. Mullen Jr. Agency: Mathisson & Assoc., Inc., Milwaukee.

MILLER & HOLLIS Corp., 57 Beverly St., Boston.

I. MILLER PICKLES Inc., 337 Payne Ave., N. Tonawanda, N. Y., pickle products. Agency: Ellis Adv. Co., Buffalo, N. Y.

MILLER-JONES Co., 46 E. Fulton St., Columbus, Ohio, men's, women's and children's shoes, houseslippers, rubbers, purses and hosiery. Adv. Exec.: W. V. Davis. Agency: Mumm, Mullay & Nichols Inc., Columbus, Ohio. Acct. Exec.: G. A. Salter.

MILLER Mfg. Co., 5919 Tireman Ave., Detroit, Kardek car-top carriers.

MILLER & RHOADS, Richmond, Va., department store. Agency: Dowd, Redfield & Johnstone Inc., New York.

MILLER STOCKMAN SUPPLY Co., 1551 Lawrence St., Denver, hats, boots and riding equipment. Adv. Exec.: Henry Fischer. Agency: Axelsen Adv., Denver. Acct. Exec.: George Salstrand.

MILLER TABLE PAD & VENETIAN BLIND Mfg. Co., 1260 Coney Island Ave., Brooklyn, N. Y., venetian blinds and table pads. Agency: The Bobley Co., New York. Acct. Exec.: Lloyd S. Howard.

MILNOT Co., Litchfield, Ill., Milnot milk compounds. Adv. Exec.: Victor Hauser. Agency: Henri, Hurst & McDonald Inc., Chicago. Acct. Exec.: R. E. White.

MILTON OIL Co., 800 Clayton Rd., St. Louis, petroleum products, tires and batteries. Adv. Exec.: Walter K. Hamburg. Agency: Olian Adv. Co., St. Louis. Acct. Exec.: Irwin A. Olian.

MILWAUKEE SENTINEL, Plankinton & Michigan Sts., Milwaukee, newspaper. Adv. Exec.: Howard T. Wheat.

E. N. MIMMS Co., 908 Mason St., Louisville, Ky., air circulating and ventilating electric fans. Adv. Exec.: E. N. Mimms. Agency: M. R. Kopmeyer Co., Louisville, Ky.

MINERVA WAX PAPER Co., 1430 Grant Blvd., Minerva, Ohio, wax papers and foil. Agency: H. Grider Adv., Cleveland.

MINIT-MAN Inc., 427 Penobscot Bldg., Detroit, Minit-Man automatic car washer. Agency: Active Assoc., Detroit. Acct. Exec.: E. E. Cloutier.

MINNEAPOLIS BREWING Co., 1215 Marshall St., N. E., Minneapolis, Grain Belt beer and Grain Belt Premium. Agency: BBDO, Minneapolis. Acct. Exec.: Sterling Cassel.

MINNESOTA DIV. of Publicity, Dept. of Business Research & Development, State Capitol, St. Paul, Minnesota travel advertising. Agency: Melamed-Hobbs Inc., St. Paul.

MINNESOTA MINING & Mfg. Co., 900 Fauquier St., St. Paul, "3-M" coated abrasives, Scotch brand tapes, "3-M" adhesives and coatings, Scotchlite reflective sheeting, Underseal rubberized coating, sound recording tapes, color pigments and roofing granules. Agency: BBDO, Minneapolis.

MINNESOTA PAINTS Inc., 1101 S. 3d St., Minneapolis, paints, varnishes, enamels and allied products. Adv. Exec.: D. J. Palmer. Agency: Nelson-Willis Inc., Minneapolis. Acct. Exec.: Herb Willis.

DAVE MINOR Co., 242 E. Ohio St., Chicago, piano and guitar courses. Agency: O'Neil, Larson & McMahon, Chicago. Acct. Exec.: N. J. McMahon.

P. W. MINOR & SON Inc., 35 State St., Batavia, N. Y., Treadeasy women's shoes. Adv. Exec.: Charles B. Taft. Agency: Ed Wolff & Assoc., Rochester, N. Y. Acct. Exec.: E. B. Holdren.

MINUTE MAID Corp., 488 Madison Ave., New York, quick frozen orange juice concentrate. Adv. Execs.,: James W. Ryan and Raymond S. Judd. Agency: Ted Bates & Co., New York.

MIRACLOTH Corp., 400 W. Madison St., Chicago, Miracloth for cleaning purposes. Agency: C. Wendel Muench & Co., Chicago. Acct. Exec.: W. O. Yocum.

MIRA-SHAM Corp., 400 W. Madison St., Chicago, simulated chamois. Agency: C. Wendel Muench & Co., Chicago. Acct. Exec.: W. O. Yocum.

MISSION BELL WINERIES, Box 329, Madera, Calif., Mission Bell wines. Agency: Young & Rubicam, San Francisco.

MISSOURI, KANSAS & OKLAHOMA TRAILWAYS, Cincinnati at 4th St., Tulsa, Okla., motor passenger transportation. Adv. Exec.: W. P. Hicks. Agency: Watts-Payne Adv., Tulsa. Acct. Exec.: R. C. Keefe.

MISSOURI-KANSAS-TEXAS LINES, Railway Exchange Bldg., St. Louis, transportation. Agency: Winius-Brandon Co., St. Louis. Acct. Exec.: Robert Kuelper.

MODEL-CRAFT Inc., 521 W. Monroe St., Chicago, rubber molding sets. Agency: M. M. Owen Inc., New York.

MODERN HANDCRAFT Inc., 2401 Burlington St., Kansas City, Workbasket and Profitable Hobbies magazines. Adv. Exec.: John E. Tilotson. Agency: E. H. Brown Adv., Chicago.

MODGLIN Co., 3235 San Fernando Rd., Los Angeles, Perma-Broom, Whisk-Off and Perma-Scrub plastic products. Adv. Exec.: R. G. Rettig. Agency: Dancer-Fitzgerald-Sample, New York.

MOHAWK CARPET MILLS Inc., Lyon St., Amsterdam, N. Y., 295 Fifth Ave., New York, rugs and carpets. Agency: Maxon Inc., Detroit.

THE MOHAWK RUBBER Co., 1235 2d Ave., Akron, Ohio, Mohawk tires, tubes, repair materials and accessories. Adv. Exec.: George Hall Jr. Agency: Bayless-Kerr Co., Cleveland. Acct. Exec.: Neville Bayless.

MONARCH KNITTING Co., 712 Metropolitan Bldg., Toronto, knitted outerwear, underwear, hosiery, fabrics and yarns. Adv. Exec.: John Lawrence. Agency: Harry E. Foster Adv. Ltd., Toronto.

MONARCH WINE Co., 4500 2d Ave., Brooklyn, Manischewitz kosher wine. Agency: Donahue & Coe, New York. Acct. Exec.: Charles E. Patrick.

MONSANTO CHEMICAL Co., 1700 S. Second St., St. Louis, chemicals and plastics. Agency: Gardner Adv. Co., St. Louis. Acct. Execs.: C. H. Trapp, S. M. Ballard and T. R. Snyder.

MONTAG Bros., 182 Marietta St., Atlanta, social stationery. Agency: MacGruder-Bakewell-Kostka Inc., Denver, Col.

MONTAG STOVE & FURNACE WORKS, 2011 N. Columbia Blvd., Portland, Ore., furnaces, ranges, oil burners, wood and coal ranges. Agency: Pacific National Adv. Agency, Portland, Ore.

THE MONTANA FLOUR MILLS Co., 1635 Merwin St., Cleveland, Sapphire flour and biscuit mix, Farin-O-Gern breakfast food and wheat germ. Agency: Hubbell Adv., Cleveland. Acct. Exec.: Frank Hubbell.

MONTGOMERY WARD & Co., 618 W. Chicago Ave., Chicago, mail order house. Agency: Foote, Cone & Belding, Chicago.

WILLIAM MONTGOMERY Co., 999 N. 2d St., Philadelphia, Montco coffee. Adv. Exec.: John H. Durney. Agency: Aitkin-Kynett Co., Philadelphia.

MONTICELLO DRUG Co., 75 Broad St., Viaduct St., Jacksonville, Fla., 666 malarial and cold preparation, cold tablets, salve and nose drops. Adv. Exec.: M. A. Christman. Agency: Charles W. Hoyt Co., New York. Acct. Exec.: J. R. Roberts.

MOODY BIBLE INSTITUTE, 820 N. La Salle St., Chicago, Christian educational school. Adv. Exec.: Lawrence W. Matter. Agency: Revere Adv., Chicago. Acct. Exec.: Elvin Torsell.

MOODY PRESS, 820 N. LaSalle St., Chicago. Adv. Exec.: John H. Raymond. Agency: Revere Adv., Chicago.

A. F. MOORE & Co., 538 Franklin St., Worcester, Mass., Snoboy bleach, starch and ammonia. Agency: C. Jerry Spaulding Inc., Worcester, Mass. Acct. Exec.: Robert F. Hayward.

BENJAMIN MOORE & Co., 511 Canal St., New York, paints and varnishes. Adv. Exec.: H. B. Martin. Agency: St. Georges & Keyes Inc., New York.

THE MOORE Div. of Conlon-Moore Corp., 105 E. Benton St., Joliet, Ill., heating and cooking appliances. Agency: Kane Adv., Bloomington, Ill.

THE MOREY MERCANTILE Co., P. O. Box 5150 TA, Denver, Solitaire brand groceries. Agency: Ball & Davidson Inc., Denver.

MORNING MILK Co., Salt Lake City, Utah, evaporated milk. Agency: R. T. Harris Adv. Agency, Salt Lake City. Acct. Exec.: R. T. Harris.

MORRISON Co., 1007 Vine St., Philadelphia, Mrs. Morrison's puddings. Agency: The Buckley Organization, Philadelphia. Acct. Exec.: George C. Martin.

THE MORRISON MILLING Co., 319 E. Prairie St., Denton, Tex., Morrison's Peacemaker flour and meal. Agency: Gandy-Owens Adv., Dallas. Acct. Exec.: W. P. Gandy.

THE MORTON DOG FOOD Co., 1500 S. 5th St., Minneapolis, dog food.

MORTON SALT Co., 120 S. LaSalle St., Chicago. Adv. Exec.: G. W. Carrington. Adv. Exec.: W. K. Yates. Agencies: Needham, Louis & Brorby, Chicago; Klay-Van Pietersom-Dunlap Assos., Milwaukee. Acct. Exec.: A. R. McGinnis.

MOTHER'S CAKE & COOKIE Co., 801 81st Ave., Oakland, Calif., cookies and fruit cake (S). Adv. Exec.: T. H. Wilson. Agency: Honig-Cooper Co., San Francisco. Acct. Exec.: Herber Smith.

MOTH-KING Corp., 14512 Burt Rd., Detroit, Moth-King electric vaporizer. Agency: Campbell-Ewald Co., Detroit.

MOTOROLA Inc., 4545 Augusta Blvd., Chicago. Motorola auto, home, 2-way communication radios and television receivers. Adv. Exec.: Jack Pettersen. Agencies: Gourfain-Cobb Adv. Chicago; Ruthrauff & Ryan Inc., New York.

MT. SUNAPEE STATE PARK, Mt. Sunapee, N. H., recreational facilities. Agency: Weston Adv., Manchester, N. H. Acct. Exec.: Ed St. Aubin.

GEORGE MUEHLEBACH BREWING Co., 316 Oak St., Kansas City, Muehlebach lager beer. Agency: McCann-Erickson, Chicago. Acct. Exec.: Walter Anderson.

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DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

MUENCH-KREUZER CANDLE Co., 617 E. Hiawatha Blvd., Syracuse, N. Y., Emkay novelty, decorative and religious candles. Agency: Moser & Cotins Inc., Utica, N. Y.

FERD. MULHENS Inc., 25 W. 45th St., New York, 4711 toilet preparations and 4711 eau de cologne. Agency: Kelly, Nason Inc., New York.

MUNTZ TV Inc., 1735 Belmont Ave., Chicago, television receivers. Agency: Michael Shore Adv., Chicago. Acct. Exec.: Michael Shore.

THE MURINE Co., 660 N. Wabash Ave., Chicago, Murine. Agency: BBDO, Chicago. Acct. Exec.: Kenneth W. Ellis.

MURPHY PAINT DIV., Interchemical Corp., 224 McWhorter St., Newark, N. J., Setfast canvas paint, Murphy Color-Scheme paints and paint specialties. Adv. Exec.: H. E. Chemidlin. Agency: Burke Dowling Adams Inc., Montclair, N. J.

MURPHY PRODUCTS Co., 556 Dodge St., Burlington, Wis., livestock and poultry concentrates. Adv. Exec.: T. C. Burchard. Agency: Geoffrey Wade Adv., Chicago. Acct. Exec.: Larry Davidson.

MUSART DISTRIBUTING Corp., 158 W. 56th St., New York, classical records.

C. H. MUSSELMAN Co., Biglerville, Pennsylvania., Musselman's food products. Agency: The Clements Co. Inc., Philadelphia.

THE MUSTEROLE Co., 1748 E. 27th St., Cleveland, Musterole. Adv. Exec.: C. L. Berkey. Agency: Erwin, Wasey & Co., New York. Acct. Exec.: Walter Holt.

MUTUAL BENEFIT HEALTH & ACCIDENT Assn., Omaha, Neb., health, accident and hospitalization insurance. Agency: Bozell & Jacobs, Omaha.

MUTUAL BROADCASTING SYSTEM Inc., 1440 Broadway St., New York, and Tribune Tower, Chicago, radio time. Adv. Exec.: James S. Tyler.

THE MUTUAL LIFE ASSURANCE CO. OF CANADA, Waterloo, Ont., Adv. Exec.: W. J. Cowls. Agency: MacLaren Adv. Co. Ltd., Toronto.

MUTUAL PRODUCTS Co., 509 N. 4th St., Minneapolis, Dairyade and Formula 33 concentrated food compounds for calves, pigs and poultry. Adv. Exec.: K. F. Long.

MUTUAL TRUCK PARTS Co., 2000 S. Wabash Ave., Chicago, truck parts and equipment. Adv. Exec.: Louis E. Delson. Agency: Ray Freedman & Assoc., Chicago. Acct. Exec.: Martin J. Simmons.

JOE FRANKLIN MYERS INDUSTRIES, 6120 Lemmon Ave., Dallas, candies. Adv. Exec.: Joe Franklin Myers. Agency: Watts-Payne Adv., Dallas. Acct. Exec.: Marie J. Callahan.

MYSTIC FOAM Corp., 2003-07 St. Clair Ave., Cleveland, Ohio., Mystic Foam cleaner for rugs and Mystic-Zip household cleaner. Agency: Carpenter Adv. Cleveland. Acct. Exec.: Frank Lamorelle.

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THE NACOR MEDICINE CO., State Life Bldg., Indianapolis, Ind., Nacor, Nacorlax tablets and Nacor Kaps. Adv. Exec.: M. L. Haymann. Agency: E. H. Grown Adv., Chicago. Acct. Exec.: Harry Schneiderman.

NAHIGIAN BROS. Inc., 169 N. Wabash Ave., Chicago, oriental rugs. Agency: Wesley Aves & Assoc., Grand Rapids, Mich.

NALLEY'S Inc., 3410 S. Lawrence St., Tacoma, Wash., mayonnaise, salad dressing, syrup, pickles, relish and potato chips. Agencies: The Condon Co., Tacoma, Wash. (Nalley's Lumber-Jack Syrup, potato chips and pickles); Ruthrauff & Ryan, Seattle (Nalley's mayonnaise, tang dressings and meat products).

NANASI Co., 6219 Madison St., W. New York, N. J., jewelry. Adv. Exec.: Martin Buchwald. Agency: Stephen Goerl Assoc., New York.

THE NANCE Co., W. Trade St., Charlotte, N. C., Blue Caps capsules for relief of cold. Agency: Ayer & Gillett Inc., Charlotte, N. C. Acct. Exec.: W. B. Wright.

NAPA VALLEY GRAPE PRODUCTS Inc., 337 Jackson Ave., New York, Colombo, Betsy Ross, Bear State, San Gabriel and Foppiano wines. Agency: Emil Mogul Co., New York.

NARDIS SPORTSWEAR, 409 Browder St., Dallas, misses and juniors sportswear. Adv. Exec.: Allen J. Gold. Agency: Brough Adv., Dallas. Acct. Exec.: John Brough.

NARRAGANSETT BREWING Co., Cranston, R. I., beer (S). Adv. Exec.: John W. Haley. Agency: Cunningham & Walsh Inc., New York. Acct. Exec.: William K. Pehlert.

NASH COFFEE, 1745 University Ave., St. Paul, Nash's Coffee. Agency: Erwin, Wasey & Co., Minneapolis.

NASH-KELVINATOR Corp., 14250 Plymouth Rd., Detroit, Kelvinator electric refrigerators, Kelvinator water coolers, electric ranges, home freezers, condensing units, electric water heaters, ice cream cabinets and bottled beverage coolers. Agencies: Geyer, Newell & Ganger, Detroit. Acct. Exec.: R. L. Wolfe; McKim Adv. Ltd., Toronto.

NASH & KINSELLA LAB. Inc., 1015 N. 11th St., St. Louis, Mo., 2-Way roach and insect spray. Agency: Wesley K. Nash Co., St. Louis. Acct. Exec.: W. K. Nash.

NATCO Inc., 4401 W. North Ave., Chicago, Natco sound projector. Adv. Execs.: George Factor and Jack Lipson. Agency: Gordon Best Co., Chicago. Acct. Exec.: Burton G. Feldman.

NATIONAL AIRLINES Inc., 3240 N. W. 27th Ave., Miami, Fla., passenger air transportation. Adv. Exec.: John M. Stoddart. Agency: Grant Adv., Miami. Acct. Exec.: John A. Dey.

NATIONAL BISCUIT Co., 449 W. 14th St., New York, crackers, cookies, cereals and dog food (N) (S). Adv. Exec.: George Oliva. Agency: McCann-Erickson, New York. Acct. Exec.: William H. Conine.

NATIONAL BREWERIES Ltd., 990 Notre Dame St., W., Montreal, Black Horse ale and porter, Kingsbeer lager, Dow ale and stout, Boswell ale, Champlain ale and porter. Agencies: BBDO, New York. Acct. Exec.: L. H. Sherrill (Black Horse Ale in U. S. A.); Vickers & Benson Ltd., Montreal. Acct. Exec.: W. B. Dennis.

NATIONAL BREWING Co., 1027 S. Conkling St., Baltimore, beer (S). Adv. Exec.: Norman S. Almony. Agency: Owen & Chappell, New York. Acct. Exec.: John Schneider.

NATIONAL CARBON Co., Div. of Union Carbide & Carbon Corp., 30 E. 42d St., New York, Eveready flashlight batteries, dry cells, Eveready radio batteries, Prestone and Trek antifreeze. Agency: William Esty Co., New York. Acct. Exec.: W. J. Wulfeck.

NATIONAL CHEMICAL & Mfg. Co., 3617 S. May St., Chicago, Luminall paints, Marb-L-Cote paint products, X-Cell-All paint and varnish removers. Agency: Petesch, Hecht & O'Connor Inc., Chicago.

NATIONAL CRANBERRY ASSOC., Main St., Hanson, Mass., Ocean Spray jellied cranberry sauce, whole cranberry sauce and cranberry juice cocktail. Agency: Harry M. Frost Co., Boston. Acct. Exec.: Karl M. Frost.

NATIONAL DAIRY PRODUCTS Corp., 230 Park Ave., New York. Sealtest ice cream and dairy products and Kraft foods. Agencies: N. W. Ayer & Son, New York. (all Sealtest products); J. Walter Thompson Co., Chicago.

NATIONAL DISTILLERS PRODUCTS Corp., 120 Broadway, New York; whiskies, scotch whiskies, rums, specialties. Adv. Exec.: Alynn Shilling. Agencies: Kudner Agency, New York. Acct. Exec.: C. M. Rohrabaugh; Lawrence Fertig & Co., New York. Acct. Execs.: Lawrence Fertig and Philip Lukin; Fletcher Richards Inc., New York; Honig-Cooper Co., San Francisco; Kenyon & Eckhardt, New York.

NATIONAL DRUG & CHEMICAL CO. OF CANADA Ltd., 442 St. Gabriel St., Montreal, Pasmore's bronchial mixture, Montserrat lime fruit juice, Gin pills for the kidneys, Cough Checkers and Lazy liver pills. Agency: McKim Adv. Ltd., Montreal. Acct. Exec.: K. Muir.

NATIONAL ECONOMIC COUNCIL Inc., 350 Fifth Ave., New York, institutional. Agency: Gunn-Mears Adv. Corp., New York.

NATIONAL FARM LOAN ASSOC. OF RICHMOND, 1300 E. Main St., Richmond, Va., farm loans.

NATIONAL GAS & FURNITURE Co., 108 W. Front St., Sikeston, Mo., furniture and appliances. Agency: Harold Kirsch Co., St. Louis. Acct. Exec.: Harold Kirsch.

THE NATIONAL GROCERY Co., 1000 4th Ave., Seattle, Reliance pure foods, Happy Home products, Gold Shield coffee, Wyde A Wake syrup and Lang's salted nuts. Agency: Pacific National Adv., Seattle. Acct. Exec.: W. H. Horsley.

NATIONAL GUARD BUREAU, Pentagon Bldg., Washington, D. C., recruiting and community relations. Agency: Robert E. Orr & Assocs., New York.

NATIONAL HONEY PACKERS, Mt. Sterling, Ill., honey delite. Agency: Mace Adv. Agency, Peoria, Ill.

NATIONAL HOTEL CO., Anico Bldg., Galveston, Tex., hotels. Agency: Alert Adv. Agency, Galveston, Tex. Acct. Exec.: Jack R. Hamilton.

THE NATIONAL LIFE & ACCIDENT INSURANCE Co., National Bldg., Nashville, Tenn. Adv. Exec.: Powell Stamper.

NATIONAL MUTUAL BENEFIT LEGAL RESERVE LIFE INSURANCE Co., Insurance Bldg., Madison, Wis. Agency: Arthur Towell Inc., Madison. Acct. Exec.: Arthur Towell.

NATIONAL NU-GRAPE Co., 794 Forrest Rd., N. E., Atlanta, Ga., Nu-Grape soda and Sun Crest. Adv. Exec.: W. G. Grant. Agency: Liller, Neal & Battle Adv. Agency, Atlanta, Ga. Acct. Exec.: G. L. Watts.

NATIONAL NURSERIES, Biloxi, Miss., nursery stock.

NATIONAL PACKING Corp., 56 Commercial Wharf, Boston, Kitty Snicker cat food. Adv. Exec.: W. J. Cavanaugh. Agency: Chambers & Wiswell Inc., Boston.

NATIONAL RAILWAYS OF MEXICO, 19 Bolivar St., Mexico City, transportation. Adv. Exec.: Jose M. Benitez.

NATIONAL RE-CLEAN Corp., 1263 Atlantic Ave., Brooklyn, N. Y. Agency: Duane Jones Co., New York.

NATIONAL REFINING Co., 1808 Standard Bldg., Cleveland, White Rose gasoline and En-ar-co oils and greases. Adv. Exec.: C. J. Kurz. Agency: The Hubbell Adv. Agency Inc., Cleveland. Acct. Exec.: Frank Hubbel.

NATIONAL SCHOOLS, 4000 S. Figueroa St., Los Angeles, radio-television and diesel-automotive correspondence and resident courses. Adv. Exec.: E. D. S. Howes. Agency: Erwin, Wasey & Co. Ltd., Los Angeles. Acct. Exec.: Erle Howry.

NATIONAL SELECTED PRODUCTS Inc., 120 Broadway, New York, 7-Minit pie crust mix, 7-Minit ready-to-make pies, 7-Minit corn muffin, 7-Minit old-fashioned cake frosting. Agency: Duane Jones Inc., New York.

THE NATIONAL SHAWMUT BANK OF BOSTON, 40 Water St., Boston, banking services (S). Adv. Exec.: John J. Barry. Agency: Biow Co., New York. Acct. Exec.: John Edwin Hamm.

NATIONAL SILVER Co., 295 Fifth Ave., New York, King Edward and Guildcraft silverplate, National sterling, F. B. Rogers Silver Co., Monarch Silver Co., Viceroy Silver Co., Royal Brand Cutlery Co., Santa Anita Potteries, Cheltenham & Co., Ltd., Lady Berkshire dresserware, Cavalier copperware and chromeware and Emerald-Glo giftware. Agency: Grey Adv. Inc., New York.

NATIONAL TOILET Co., 125 W. Washington St., Paris, Tenn., Nadinola cream. Adv. Exec.: F. M. Allen. Agency: Roche, Williams & Cleary, Chicago. Acct. Exec.: M. F. Williamson.

NATIONAL TRAILWAYS BUS SYSTEM, 108 N. State St., Chicago,, bus system. Agency: J. Walter Thompson Co., Chicago. Acct. Exec.: Carl Von Ammond.

NATIONAL VENTILATED AWNING Co., 605 Hall St., Dallas, Zephyr aluminum and red wood awnings. Agency: Tracy-Locke Co., Dallas. Acct. Exec.: Paul Rafferty.

NATIONWIDE AIRLINES Inc., Detroit City Airport, Detroit, daily intrastate air service. Adv. Execs.: J. V. Weesner and J. C. Cooney. Agency: A. L. Perkins & Co., Indianapolis, Ind.

NAUGHTON FARMS Inc., 211 Ferris Ave., Waxahachie, Tex., nursery stock. Agency: Hedrick & Simons, Nashville, Tenn.

NECCHI SEWING MACHINE SALES Co., 164 W. 25th St., New York, Necchi sewing machines. Agency: Doyle Dane Bernbach Inc., New York. Acct. Exec.: Louis M. Cottin.

NEDICK'S Inc., 44 W. 143d St., New York, Nedick's stores. Agency: Weiss & Geller, New York.

NEHI Corp., 10th & 9th Ave., Columbus, Nehi and Par-T-Pak beverages and Royal Crown Cola. Adv. Execs.: T. H. Stanley and J. W. Gates. Agency: BBDO, New York. Acct. Exec.: S. A. Harned.

B. NELSON Co., 10 E. 39th St., New York, shoe remodelling, dyeing and orthopedic work. Agency: The Rockmore Co., New York. Acct. Exec.: Milton M. Rockmore.

NELSON BROS. FURNITURE Co., 4840 Broadway St., Chicago, furniture. Agency: George H. Hartman Co., Chicago. Acct. Exec.: Thomas Kivlan.

NELSON-HALL Co., 210 S. Clinton St., Chicago, educational books. Adv. Exec.: Lew Osborne. Agency: Adams Adv., Chicago.

NEOSHO NURSERIES Co., Neosho, Mo., nursery products. Agency: R. J. Potts-Calkins & Holden, Kansas City, Mo. Acct. Exec.: George Magill.

NESCO Inc., 201 N. Michigan Ave., Chicago, Nesco decorated ware, tinware, galvanized ware, kerosene stoves, ranges, heaters, electric roasters and casseroles and steel drums. Adv. Exec.: William J. Freund. Agency: Western Adv., Chicago. Acct. Exec.: Lee Hammett.

THE NESTLE Co., 2 William St., White Plains, N. Y., Nescafe, Nestea instant tea, Nestle's bouillon cubes, Lactogen, Dextrogen, Nestle's evaporated milk and Maggi products, Nestle's chocolate and cocoa products, Nestle's Quik instant chocolate flavor and Nestle's cookie mix. Agencies: Cecil & Presbrey, New York (chocolate and grocery products); Needham & Grohmann Inc., New York (Maggi products, Nestle bouillon cubes and Nestea instant tea); Sherman & Marguette, Chicago (Nescafe).

NESTLE-LeMUR Co., 902 Broadway, New York, cosmetics and toiletries, permanent wave machines and supplies. Agencies: R. T. O'Connell Co., New York. Acct. Exec.: R. T. O'Connell (Nestle baby hair treatment, Nestle lite, Nestle spraze, Nestle bob pins, colorinse and colortint Nestle professional beauty products); The Wesley Assoc., New York. Acct. Exec.: L. G. Wesley (Pinaud Lilac Vegetal, Eau De Quinine Set-up and Mavis talcum powder); Lewin, Williams & Saylor Inc., New York (Blue Waltz perfume, Djer-Kiss talcum and lipstick).

NESTOR JOHNSON Mfg. Co., 1900 N. Springfield Ave., Chicago, Johnson card shuffler. Adv. Exec.: H. O. Jacobson. Agency: Aubrey, Finley, Marley & Hodgson Inc., Chicago. Acct. Exec.: Leonard Krick.

NETTLE CREEK INDUSTRIES Inc., Richmond, Ind., Lazyback foam rubber casual pillows. Agency: Henri, Hurst & McDonald, Chicago. Acct. Exec.: E. W. Leach.

A. E. NETTLETON Co., E. Willow & State St., Syracuse, N. Y., Nettleton and Lady Nettleton shoes. Adv. Exec.: John A. Lemly. Agency: Barlow Adv. Inc., Syracuse.

NEUHOFF PACKING Co., Adams St., Nashville, Tenn., Old Hickory bacons and Old Time Country-style sausage. Agency: Doyne Adv., Nashville, Tenn. Acct. Exec.: George W. Doyne.

NEVERUB Corp., 1901 Clybourn St., Chicago, waxes, polishes and floor finishes. Agency: Frederick Asher Inc., Chicago.

NEW ENGLAND COKE Co., 250 Stuart St., Boston, fuel (S). Adv. Exec.: Rudolph Bruce. Agency: J. T. Chirurg Co., Boston. Acct. Exec.: W. L. Shepardson.

NEW ENGLAND CONFECTIONERY Co., 254 Massachusetts Ave., Cambridge, Mass., Necco Candies. Adv. Exec.: Wade Jones. Agency: C. J. LaRoche & Co., New York.

NEW ENGLAND ELECTRIC SYSTEM, 441 Stuart St., Boston, public utility. Adv. Exec.: M. A. Reichheld. Agencies: Harold Cabot & Co., Boston. Acct. Exec.: Edward F. Chase; Doremus & Co., Boston.

NEW ENGLAND TRANSPORTATION Co., 532 S. Station, Boston, transportation. Agency: Chambers & Wiswell Inc., Boston.

NEW HOLLAND MACHINE Co., New Holland, Pa., farm machinery. Adv. Exec.: H. Joseph Hull Jr. Agency: J. Walter Thompson Co., New York.

NEW IDEA Div., Avco Mfg. Corp., Coldwater, Ohio, manure spreaders, corn pickers, field mowers, hay rakes, elevators, wagons, New Idea-Horn hydraulic loaders, stalk and vine shredders and wagon boxes. Adv. Exec.: A. R. Bowlzer. Agencies: Mumm, Mullay & Nichols Inc., Columbus, Ohio. Acct. Exec.: William M. Mumm Jr.; Ralph Dalton & Assoc., Troy, Ohio.

N. J. BELL TELEPHONE Co., 540 Broad St., Newark, N. J., telephone service. Adv. Exec.: J. V. Ryan. Agency: Charles Dallas Reach Co., Newark, N. J. Acct. Exec.: F. R. Risley.

THE NEW LEADER, 7 E. 15th St., New York, magazine. Agency: Will Burgess & Co., New York.

NEW ORLEANS PUBLIC SERVICE Inc., 317 Baronne St., New Orleans, La., electric, gas and transit service. Agency: Beuerlein Adv. Inc., New Orleans, La. Acct. Exec.: Pierre Villere.

NEW YORK CENTRAL SYSTEM, 466 Lexington Ave., New York, transportation. Adv. Exec.: J. T. Webster. Agency: Foote, Cone & Belding, New York. Acct. Exec.: H. W. Frier.

NEW YORK HERALD TRIBUNE, 230 W. 41st St., New York. Adv. Execs.: William R. Bulter, John D. Thees Jr., George Barthelme and James W. Sykes. Agency: Donahue & Coe Inc., New York. Acct. Exec.: Robert Carley.

NEW YORK JOURNAL-AMERICAN, 220 South St., New York. Adv. Execs.: John Irvin and Kurt R. Brink.

NEW YORK MAIL ORDER HOUSE Inc., 220 Fifth Ave., New York. Adv. Exec.: Louis Shapiro. Agency: Waterston & Fried Inc., New York. Acct. Exec.: Al Fried.

NEW YORK MIRROR, 235 E. 45th St., New York, circulation and advertising.

NEW YORK & NEW ENGLAND APPLE INSTITUTE Inc., 43 Crown St., Kingston, N. Y., apples. Adv. Exec.: L. W. Marvin. Agency: Charles W. Hoyt Co., New York.

NEW YORK STATE DEPARTMENT OF COMMERCE, 112 State St., Albany, N. Y. Agency: BBDO, New York. Acct. Exec.: Bayard Pope.

THE NEW YORKER MAGAZINE, 25 W. 43d St., New York, magazine. Adv. Exec.: E. Melville Price. Agency: Carl Reimers Co., New York.

THE NEWARK (N. J.) NEWS, 215-221 Market St., Newark, newspaper. Adv. Execs.: James A. Doyle and Andrew J. Flanagan.

NEWBRO Mfg. Co., 199 Walker St., S. W., Atlanta, Ga., Queen hair dressing, skin whitener, facial creams, Tuxedo Club pomade, Silky Strate and Medic-Aid. Agency: Bennett & Co., Atlanta, Ga. Acct. Exec.: Lee Bennett.

NEWELL GUTRADT Co., 368 Fremont St., San Francisco, Stryker's soap and cleaner. Adv. Exec.: A. Haas Jr. Agency: Guild, Bascom & Bonfigli, San Francisco.

NEWLY WEDS BAKING Co., 2453 S. Indiana St., Chicago, Ice Cream 'N Cake Roll. Adv. Exec.: Paul Angell, Agency: Russel M. Seeds Co., Chicago. Acct. Exec.: Fred W. Swanson.

NIAGARA CHEMICAL Div., Food Machinery & Chemical Corp., Middleport, N. Y., insecticides, fungicides, dusts and dusters and industrial sulphurs. Agencies: Marsteller, Gebhardt & Reed, Pittsburgh. Acct. Exec.: Rod S. Reed; Ardiel Adv. Agency Ltd., S. Hamilton, Ont., Can.

NICOLAY-DANCEY Inc., 5801 Grandy St., Detroit, New Era potato chips. Adv. Exec.: A. R. Pegler. Agencies: Tom Schroeder Agency, Detroit, Otto & Abbs Adv., Detroit; Ewell & Thuber Assoc., Chicago.

THE NITRAGIN Co. Inc., 3025 W. Custer Ave., Milwaukee, Nitragin legume inoculation. Agency: Western Adv. Inc., Racine, Wis. Acct. Exec.: Elmer Otte.

NIX COSMETICS Co., Memphis, Tenn., Nix deordorant, bleach cream, lotion bleach and vitamins. Adv. Exec.: Paul Edwards. Agency: Cole & Co., Memphis, Tenn.

T. NOONAN SONS, 38 Portland St., Boston, Noonan's shampoo and hair preparations. Agency: Lasker-Riseman Inc., Boston.

NORGE DIV., Borg-Warner Corp., Merchandise Mart, Chicago, Norge refrigerators, washers, conventional and automatic gas ranges, electric ranges, electric water heaters and home freezers. Agencies: J. Walter Thompson Co., Chicago; Russell M. Seeds Co., Chicago.

NORMA PENCIL Corp., 137 W. 14th St., New York, Norma multicolor pencils. Agency: William G. Seidenbaum & Co., New York. Acct. Exec.: William G. Seidenbaum.

NORRIS-THERMADOR Corp., 5215 S. Boyle Ave., Los Angeles, bathtubs and sinks. Agency: West-Marquis Co., Los Angeles. Acct. Exec.: C. N. La Vene.

NORTH AMERICAN SWEETS Corp., 233 S. 1st St., Brooklyn, N. Y., Sweetop creamed frosting. Agency: Weiss & Geller, New York. Acct. Exec.: Max Tendrich.

NORTH AMERICAN VAN LINES Inc., Fort Wayne, Ind., transportation of household goods, displays and exhibits. Agency: Appelgate Adv. Agency, Muncie, Ind.

NORTH CAROLINA EQUIPMENT Co., 3101 Hillsboro St., Raleigh, N. C., construction, industrial and logging equipment. Adv. Exec.: G. B. Hooks.

NORTH STAR AIRCOACH, 32 Dearborn St., Chicago, travel. Agency: Shore Assoc. Corp., Los Angeles.

NORTHEAST AIRLINES Inc., 239 Prescott St., Logan International Airport, E. Boston, airline service. Agencies: John C. Dowd Inc., Boston. Acct. Exec.: Gerald A. Higgins; Dowd, Redfield & Johnstone Inc., New York.

NORTHERN CALIFORNIA ELECTRICAL BUREAU, 1355 Market St., San Francisco, promotion of lighting, appliances, radio, TV and adequate wiring. Agency: Jean Scott Frickelton, San Francisco. Acct. Exec.: Jean Scott Frickelton.

NORTHERN STATES POWER Co., 15 S. Fifth St., Minneapolis, water heater, barn ventilator and electrical equipment for farm use. Adv. Exec.: Thomas Kettle. Agency: Campbell-Mithun Inc., Minneapolis.

NORTHERN TACKLE Co., P. O. Box 37, Trevor, Wis., fishing tackle. Adv. Exec.: C. F. Mellin Jr. Agency: Patton-Hagerty-Sullivan Inc., Chicago. Acct. Exec.: W. H. Hagerty.

THE NORTHERN TRUST Co., 50 S. La Salle St., Chicago, banking. Adv. Exec.: J. E. O'Loughlin. Agencies: J. Walter Thompson Co., Chicago; Waldie & Briggs Inc., Chicago.

NORTHLAND FOODS Inc., Duluth, Minn., Wilderness Cherry pie mix filling, blueberry and raspberry pie filling. Agency: Olmsted & Foley Adv., Minneapolis. Acct. Exec.: Tom Harder.

NORTHLAND SKI Mfg. Co., 1201—1225 Henry St., N. St. Paul, Minn., skis, toboggans, ice hockey sticks, snow shoes and accessories. Adv. Exec.: C. A. Lund. Agency: Melamed-Hobbs Inc., S. Minneapolis. Acct. Exec.: V. C. Soash.

NORTHMONT HOSIERY Co., Reading, Pa., women's nylon stockings. Adv. Exec.: Joseph A. Quinlan. Agency: Beaumont, Heller & Sperling Inc., Reading. Acct. Exec.: D. H. Beaumont.

NORTHROP AERONAUTICAL INSTITUTE, 1515 E. Broadway St., Hawthorne, Calif., aircraft training. Agency: West-Marquis Inc., Los Angeles. Acct. Exec.: John R. West.

NORTHRUP, KING & Co., 15th Ave., N. E. & Jackson St., Minneapolis, seeds and feeds. Adv. Exec.: R. D. Coursen. Agency: BBDO, Minneapolis. Acct. Exec.: R. B. Savage Jr.

NORTHWEST ELECTRIC Co., Pukwana, S. D., Devil-Dog burglar alarm. Agency: O'Neil, Larson & McMahon, Chicago.

NORTHWESTERN BELL TELEPHONE Co., 118 S. 19th St., Omaha, Neb., telephone service. Adv. Exec.: Robert L. Howard. Agency: BBDO, Minneapolis. Acct. Exec.: J. P. Devaney.

NORTHWESTERN NATIONAL BANK OF MINNEAPOLIS, 620 Marquette Ave., Minneapolis. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Kenneth Ruble.

THE NORWICH PHARMACAL Co., Eaton Ave., Norwich, N. Y., Norforms, Unguentine, Amolin powder and cream, Pepto-Bismol, Respamol, Zemacol, Unguentine Rectal Cones, and Ocusol and NP-27. Agencies: Benton & Bowles, New York (consumer products); Moser & Cotins Inc., Utica, N. Y. Acct. Exec.: J. N. Brown (baby products); Kieswetter Assoc., New York. Acct. Exec.: E. G. Chase (pharmaceuticals and NP-27): National Export Adv. Service Inc., New York; Cockfield, Brown & Co. Ltd., Toronto.

NOXZEMA CHEMICAL Co., 32d & Falls Cliff Rd., Baltimore, Noxzema medicated greaseless skin cream, shaving cream, cold cream and suntan lotion. Agencies: Sullivan, Stauffer, Colwell & Bayles Inc., New York; Irwin Vladimir & Co., New York.

NU-ENAMEL Corp., 444 Lake Shore Dr., Chicago, paints and enamels. Adv. Exec.: R. Comacho. Agency: Cooper & Meyers Assoc., New York. Acct. Exec.: H. Meyers.

NUN BETTER TEXTILE PRODUCTS Co., 691 Houston St., N. E., Atlanta, Ga., Nun-Lint utility cloths.

NUTRENA MILLS Inc., 200 Grain Exchange St., Minneapolis, livestock and poultry feeds. Adv. Exec.: E. C. Fuller. Agency: Bruce B. Brewer & Co., Minneapolis. Acct. Exec.: C. R. Strotz.

NYO-LENE LABS., 426 Washington St., New York, Filmasque facial treatment and other cosmetics and Nyola nail film coloring.

O

THE OAKFORD Co., 316 S. Washington St., Peoria, Ill., America's Cup Coffee, Perfection syrup and Blue Ribbon food products. Adv. Exec.: D. L. Hinegardner. Agency: Arbingast, Becht & Assoc., Peoria, Ill.

CLARENCE A. O'BRIEN & HARVEY B. JACOBSON, 1406 G St., N. W., Washington, D. C., registered patent attorneys. Adv. Exec.: Harvey B. Jacobson. Agency: Koster Adv. Co., Washington. Acct. Exec.: Marinus Koster.

O-CEDAR Corp., 2246 W. 49th St., Chicago, O-Cedar polishes, mops, waxes, cleaners and Dri-Glo furniture polish. Agency: Young & Rubicam, Chicago. Acct. Exec.: Frederick G. Williams.

THE OCULINE Co., 9538 Brighton Way., Beverly Hills, Oculine eye drops, bath and salve pads.

THE ODELL Co., 230 Wright St., Newark, N. J., Trol for hair control (S). Adv. Exec.: Sheldon R. Odell. Agency: Lewin, Williams & Saylor, Newark. Acct. Exec.: R. Gulich.

ODIN STOVE Mfg. Co., 342 W. 12th St., Erie, Pa., Odin beautyrange. Adv. Exec.: Everett Hampel. Agency: Mitchell & Knepper, Erie, Pa. Acct. Exec.: George Mitchell.

O'DONNELL-USEN FISHERIES Corp., Fish Pier, Boston and Taste O'Sea fish. Agency: Arnold & Co., Boston. Acct. Exec.: Arnold Z. Rosoff.

OELERICH & BERRY Co., 864 N. Larrabee St., Chicago, Old Manse syrup. Agency: Grant Adv., Chicago. Acct. Exec.: W. H. Alexander.

OERTEL BREWING Co., 1400 Story Ave., Louisville, Ky., Oertels 92 beer. Agency: M. R. Kopmeyer Co., Louisville. Acct. Exec.: M. R. Kopmeyer.

THE OHIO BELL TELEPHONE Co., 750 Huron St., Cleveland, Bell telephone service. Adv. Exec.: John C. Heiskell. Agency: McCann-Erickson Inc., Cleveland. Acct. Exec.: Robert Dailey.

OHIO HYBRID SEED Co., Croton, Ohio, seed corn and other farm seeds. Agency: Mumm, Mullay & Nichols Inc., Columbus. Acct. Exec.: William Mumm Jr.

THE OHIO MATCH Co., Wadsworth, Ohio, matches. Agency: Young & Rubicam, New York. Acct. Exec.: Eldon Smith.

THE OHIO OIL Co., 539 S. Main St., Findlay, Ohio, Marathon gasoline, oils, greases. Agency: Stockton, West, Burkhart Inc., Cincinnati. Acct. Exec.: William Z. Burkhart.

O'KEEFE & MERRITT Co., 3700 E. Olympic Blvd., Los Angeles, gas ranges. Agency: Richard B. Atchison, Los Angeles.

O'KEEFE'S Inc., Ellicott Sq. Bldg., Buffalo, O'Keefe's ale, beer and stout. Agency: The Armand S. Weill Co., Buffalo. Acct. Exec.: Robert Weill.

OLD COLONY TRUST Co., One Federal St., Boston, corporate fiduciary. Adv. Exec.: R. W. Stanley. Agencies: BBDO, Boston; Albert Frank-Guenther Law Inc., Boston.

OLD COUNTRY TROTTING Assn., Westbury, L. I., Rossevelt Raceway (races).

OLD DUTCH MUSTARD Co., 80 Metropolitan Ave., Brooklyn, West Indian hot sauce and Old Dutch mustard. Agency: Grant Adv., New York. Acct. Exec.: L. V. Stapleton.

OLD FASHIONED MILLERS Inc., 540 E. 7th St., St. Paul, Enright's flour. Agency: Arnold M. Niemeyer & Assoc., St. Paul.

OLD JUDGE COFFEE Co., 704 N. 2d St., St. Louis, Old Judge coffee and tea. Agency: Gardner Adv. Co., St. Louis.

OLD MISSION LAB., 57 E. Magnolia Blvd., Burbank, Calif., OM tablets. Agency: Sudler Co., Los Angeles. Acct. Exec.: Culbreth Sudler.

OLD MONASTERY WINE Co., 11 Albert St., New Haven, Conn., Old Monastery wines. Agency: Arnold & Co., Boston.

OLD TOWN SHOE Co., 179 Lincoln St., Boston, Oldmaine Trotters women's shoes. Adv. Exec.: L. H. Fischman. Agency: Frederick-Clinton Co., New York. Acct. Exec.: Leon Fischman.

OLD TRUSTY DOG FOOD Co., 278 West St., Needham Heights, Mass., Old Trusty dog food. Agency: Moser & Cotins Inc., Utica, N. Y.

OLDSMOBILE Div., General Motors Corp., Townsend St., Lansing, Mich., automobiles (N) (S). Adv. Exec.: L. F. Carlson. Agency: D. P. Brothers & Co., Detroit. Acct. Exec.: Guy Warren.

THE OLIVE TABLET Co., 29 E. 5th Ave., Columbus, Dr. Edwards' olive tablets. Adv. Exec.: Fred E. Rathburn. Agency: Erwin, Wasey & Co., New York. Acct. Exec.: George E. Wasey.

OLLENDORFF WATCH Co., 20 W. 47th St., New York, Gotham, Mercury and Ollendorff watches. Adv. Exec.: Michael Merrill. Agency: H. C. Morris & Co., New York. Acct. Exec.: Herman Morris.

OLSON Co., 233 Broadway, New York, screen and storm windows. Agency: E. T. Howard Co., New York.

OLSON RUG Co., 2800 N. Crawford St., Chicago, remade rugs. Adv. Exec.: Arthur W. Prussing. Agencies: Mason Warner Co., Chicago. Acct. Exec.: M. M. Warner; Presba, Fellers & Presba Inc., Chicago.

OLSON TRAVEL ORGANIZATION, 39 LaSalle St., Chicago, European tours. Agency: Kencliffe, Breslich & Co., Chicago.

OLYMPIA BREWING Co., P. O. Box 947, Olympia, Wash., Olmpia beer. Agency: Botsford, Constantine & Gardner, Seattle, Wash. Acct. Exec.: C. P. Constantine.

OLYMPIC KNITWEAR Inc., 1372 Broadway, New York, Tish-U-Knit sweaters. Agency: Sterling Adv. Inc., New York. Acct. Exec.: Joel Kaplan.

OLYMPIA LUGGAGE Corp., 200 Biddle St., Kane, Pa., plastic luggage. Agency: Sukes Adv. Inc., Pittsburgh.

OLYMPIC RADIO & TELEVISION Inc., 34-01 38th Ave., Long Island City, N. Y., Olympic radio and television receivers. Adv. Exec.: George F. Bart. Agency: Hicks & Greist Inc., New York. Acct. Exec.: Mrs. E. M. Sheldon.

OMAR Inc., 1910 Harney St., Omaha, breads and pastries (S). Adv. Exec.: Norman W. Lauchner. Agency: Fitzmorris & Miller, Chicago. Acct. Exec.: Charles Fitzmorris.

OMAR PRODUCTS Co., 1770 Genesee Ave., Columbus, Omar wallpaper cleaner. Agency: Wheeler-Kight & Gainey Inc., Columbus.

OMNIBOOK MAGAZINE, 76 9th Ave., New York, Omnibook magazine. Adv. Exec.: William K. Hutson. Agency: Huber Hoge & Sons, New York. Acct. Exec.: Cecil C. Hoge.

OMSEN Corp., 47 E. 61st St., New York, Dicta-Write shorthand (new short hand method).

ONTARIO BISCUIT Co., 12 Watson St., Buffalo, crackers and cakes. Adv. Exec.: B. N. Grassman. Agency: The Moss-Chase Co., Buffalo. Acct. Exec.: Edmund Felt.

ONTARIO DEPT. OF TRAVEL & PUBLICITY, Queens Park, Toronto, vacationing in Ontario. Agencies: McKim Adv. Ltd., Toronto. Acct. Exec.: Howard Wilson; McConnell, Eastman & Co. Ltd., Toronto. Acct. Exec.: George Dixon; Locke, Johnson & Co. Toronto. Acct. Execs.: Clark Locke and Crawford Hall.

JOHN OPITZ Inc., 50-14 39th St., Long Island City, N. Y., J-O insecticides. Agency: Tracy, Kent & Co., New York. Acct. Exec.: William Irwin Tracy.

ORANGE BLOSSOM ORANGE JUICE, Miami, Fla., orange juice and fruit salad. Adv. Exec.: Arnie Shutzman. Agency: Sidney B. Gorchov Adv., Miami Beach, Fla. Acct. Exec.: Sidney B. Gorchov.

ORANGE-CRUSH Co., 318 W. Superior St., Chicago, Orange Crush and Old Colony beverages. Adv. Exec.: Don E. Boettger. Agency: Fitzmorris & Miller, Chicago. Acct. Exec.: Charles C. Fitzmorris Jr.

ORCHARD INDUSTRIES Inc., 18404 Morang Rd., Detroit, Actionrod steel fishing rod and Actionglas fishing rod. Adv. Exec.: Don H. Collins. Agency: Keeling & Co., Indianapolis. Acct. Exec.: Ralph Roberts.

OREGON JOURNAL, 800 S. W. Front Ave., Portland, Ore. Adv. Execs.: Morrie L. Sharp and Arthur B. Wallace. Agency: Hal Short Inc., Portland.

OREGON - WASHINGTON - CALIFORNIA PEAR BUREAU, 502 Woodlark Bldg., Portland, Ore., winter pears. Agency: Pacific National Adv., Portland. Acct. Exec.: Milton Foland.

ORIENTAL FOODS Inc., 4100 S. Broadway St., Los Angeles, Jan-U-Wine brand foods. Agency: Coleman-Jones, Los Angeles.

ORIENTAL SHOW-YOU Co., Columbia City, Ind., chop suey products. Adv. Exec.: Shinzo Ohki. Agency: Ross Adv., Ft. Wayne, Ind.

ORLEY Corp., 475 Schaefer Rd., Detroit, home freezers and refrigerators. Agency: Russell M. Seeds Co., Chicago.

J. OSSOLA Co., 155 Hudson St., New York, Torino brand food delicacies. Agencies: H. L. Mihic & Co., New York; Carlo Vinti Adv., New York.

OTARION Inc., 159 N. Dearborn St., Chicago, hearing aids, audiometers, speech testing equipment. Agency: Reincke, Meyer & Finn Inc., Chicago.

OUR OWN HARDWARE Co., 618 N. 3d St., Minneapolis, general hardware, sporting goods, electrical appliances, paints, major appliances, housewares and floor coverings. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Ralph Campbell.

THE OVERBROOK EGG NOG Corp., 32 S. Hanover St., Baltimore, Overbrook premium egg nog, mint and orange, flavored gin and sloe gin. Agency: The Joseph Katz Co., New York.

OWENS-CORNING FIBERGLAS Corp., Nicholas Bldg., Toledo, Ohio, Fiberglas products. Adv. Exec.: Peter J. Fludge. Agency: Fuller & Smith & Ross Inc., Cleveland.

OXO (UNITED STATES OF AMERICA) Ltd., 581 Boylston St., Boston, Oxo beef cubes and Fray Bentos brand corned beef. Agency: Platt-Forbes Inc., New York. Acct. Exec.: Parmelee Lyman.

OYSTER SHELL PRODUCTS Corp., 271 North Ave., New Rochelle, N. Y., Pilot Brand oyster shell and Reef brand crushed oyster shell. Agency: Cecil & Presbrey Inc., New York.

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DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

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P

P. D. Q. COUGH REMEDY Co., Evansville, Ind., cough remedy. Agency: The B. & M. Co., Evansville, Ind.

P & K Inc., 122 Dixie Highway, Momence, Ill., fishhooks, fishing tackle and accessories. Adv. Exec.: William Barkow. Agency: Van Hecker Inc., Chicago. Acct. Exec.: William Barkow.

PABST SALES Co., 221 N. LaSalle St., Chicago, Pabst Blue Ribbon beer. Adv. Exec.: Richard H. Hehman. Agency: Warwick & Legler, New York. Acct. Exec.: Henry Legler.

PACIFIC AMERICAN FISHERIES, Bellingham, Wash., Deming's Sam-O-Lets salmon. Agency: Honig-Cooper Co., Seattle. Acct. Exec.: Warren Kraft.

PACIFIC BREWING & MALTING Co., San Jose, Calif., Wielands extra pale lager beer. Agency: Elliott, Goetze & Boone, San Francisco.

PACIFIC CITRUS PRODUCTS Co., P. O. Box 392, Fullerton, Calif., Hawaiian punch. Agency: Atherton Adv. Agency, Los Angeles.

PACIFIC COAST BORAX Co., 100 Park Ave., New York, Twenty Mule Team borax, boric acid soap chips, Boraxo toilet soap and dance floor Spangles. Agency: McCann-Erickson, New York. Acct. Exec.: Fred Anderson.

PACIFIC COAST PACKERS Ltd., 2100 MacPherson Ave., New Westminster, B. C., Can., Kreme Whipt salad dressing. Adv. Exec.: F. H. Beaven. Agency: O'Brien Adv. Ltd., Vancouver. Acct. Exec.: D. M. Tyerman.

PACIFIC CRACKER Co., 6233 S. Gramercy Pl., Los Angeles, Treats Thin Flake crackers and Honey Treats. Agency: Mogge-Privett Inc., Los Angeles. Acct. Exec.: Norton W. Mogge.

PACIFIC GUANO Co., 2d at Hearst St., Berkeley, Calif., Gaviota commercial fertilizers Gavicide insecticides and fungicides and Superstrain seeds. Agency: Emil Reinhardt Adv., Oakland.

PACIFIC NORTHERN AIRLINES Inc., P. O. Box 1020 Anchorage, Alaska, scheduled air transportation. Agency: West-Marquis Inc., Seattle, Wash. Acct. Exec.: Wells R. Wiley.

PACIFIC OLIVE Co., Visalia, Calif., Early California olives. Adv. Exec.: John Seaman. Agency: Abbott Kimball Co., Los Angeles.

PACIFIC POWER & LIGHT Co., Public Service Bldg., Portland, electrical utility. Adv. Exec.: R. H. Roley. Agency: McCann-Erickson, Portland. Acct. Exec.: W. E. Wilson.

THE PACIFIC TELEPHONE & TELEGRAPH Co., 140 New Montgomery St., San Francisco, telephone service. Adv. Exec.: G. M. Foster. Agency: BBDO, San Francisco.

PACIFIC VINEGAR Co., 24th & Welcome Ave., Richmond, Maynor's wine vinegar. Agency: J. J. Weiner Co., San Francisco.

PACKARD MOTOR CAR Co., 1580 E. Grand Blvd., Detroit, Packard motor cars. Adv. Exec.: Fred W. Adams. Agency: Maxon Inc., Detroit.

PACKERS TAR SOAP Inc., Roosevelt St., Mystic, Conn., Packers tar soap, Pine Tar shampoo, olive oil shampoo, Charm, Scalptone and Charm soap deodorant. Agency: Tracy, Kent & Co., New York.

PAGE BOY Co., 2033 Cedar Springs Ave., Dallas, maternity dresses. Agency: Laughlin - Wilson - Baxter & Persons, Dallas.

THE PAGE DAIRY Co., Wade & Knapp Sts., Toledo, milk. Agency: Barton Alexander Adv., Toledo. Acct. Exec.: Barton Alexander.

PAINE FURNITURE Co., 81 Arlington St., Boston, furniture. Adv. Exec.: Carl Masson. Agency: Doremus & Co., Boston.

PAINE, WEBBER, JACKSON & CURTIS, 25 Broad St., New York, investments. Agency: Doremus & Co., New York. Acct. Exec.: Barry McMennamin.

PAL BLADE Co., 43 W. 57th St., New York, Pal hollow-ground razor blade. Adv. Exec.: Charles R. Schatten. Agency: Al Paul Lefton Co., New York.

PALLEY SUPPLY Co., Glendale, Calif., catalog. Agency: Allen & Marshall Adv., Los Angeles. Acct. Execs.: Herbert West and C. A. Both.

PALM BEACH Co., 240 W. 7th St., Cincinnati, Palm Beach, Springweave Tropicals, Sunfrost Tropicals, Palm Springs and Resortweave men's suits. Adv. Exec.: John J. Walsh. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: Kenneth D. Stewart.

PALMER CHEMICAL Co., 1601 Forest St., Georgetown, Tex., Palmer's Magic all purpose polish.

PALMER MFG. Corp., 2200 W. Fillmore St., Phoenix. Sho-Breeze air coolers, evaporative coolers and gas fired heating equipment. Adv. Exec.: George W. Benson. Agency: Miller Adv. Agency Inc., Phoenix. Acct. Exec.: J. R. Miller.

PAN-AMERICAN COFFEE BUREAU, 120 Wall St., New York, coffee. Agencies: Robert W. Orr & Assoc., New York; Cunningham & Walsh Inc., New York.

PAN AMERICAN-GRACE AIRWAYS Inc., 135 E. 42d St., New York, air transportation. Adv. Exec.: W. P. Donkin. Agency: J. Walter Thompson Co., New York. Acct. Exec.: Maurice Hanson.

PAN AMERICAN LABS. Inc., 919 Olympia Bldg., Miami, Fla., Benephyll Oral solution. Agency: August Dorr Adv., Miami, Fla. Acct. Exec.: David Hume.

PARAGON PACKING, 75 S. E. Washington St., Portland, Ore., canned tuna. Agency: Searcy Adv. Agency: Portland. Acct. Exec.: J. Holden.

PARAMOUNT PICTURES Corp., 1501 Broadway, New York, Paramount motion pictures. Adv. Exec.: Sidney Blumenstock. Agency: Buchanan & Co., New York.

PARFUMS CORDAY Inc., 730 Fifth Ave., New York, Corday perfumes and dusting powder, Eaux de Cologne, Eaux de Toilette and bath preparations. Agency: Peck Adv. Agency, New York. Acct. Exec.: Norman Mack.

PARFUMS EVYAN Inc., 2 F. End Ave., New York, White Shoulders, Gay Diversion, Golden Shadows and Enchanting Menace perfumes. Agency: Hilton & Riggio Inc., New York. Acct. Exec.: Peter Hilton.

PARIS SHOPS, 509 Main St., New Rochelle, N. Y., fashions and gift items. Agency: Shevlo Inc., New York.

PARK EAST, THE MAGAZINE OF NEW YORK, 220 E. 42d St., New York, magazine.. Agency: Donahue & Co Inc., New York. Acct. Exec.: Walter Weir.

PARK & TILFORD, 485 Fifth Ave., New York, Park & Tilford perfumes and cosmetics, and Winx eye preparations. Agencies: Storm & Klein Inc., New York. Acct. Exec.: Allston E. Storm; Ronalds Adv., Ltd., Montreal.

PARKER HERBEX Corp., Stamford, Conn., Parker-Herbex hair treatments. Agency: Calkins & Holden, McClinton & Smith Inc., New York.

PARKER HOUSE, Tremont & School Sts., Boston. Agency: Albert Frank-Guenther Law, Boston. Acct. Exec.: A. Hirschbaum.

PARKWAY BAKING Co., 1238 Ridge Ave., Philadelphia, Twin Pack bread. Agency: J. M. Korn & Co., Philadelphia.

PARMAN & KENDALL, Homestead, Fla., Par-Ken fresh frozen limeade. Agency: Newman, Lynde & Assoc. Inc., Jacksonville, Fla. Acct. Exec.: Allan C. Gottschaldt.

PARSONS AMMONIA Co. 19 Rector St., New York, Parsons sudsy household ammonia. Agency: Brisacher, Wheeler & Staff Inc., New York.

PARX PRODUCTS Corp., 1270 6th Ave., New York, Parx plastic fingernail covering. Agency: Henry J. Kaufman & Assoc., Washington, D. C. Acct. Exec.: Alvin A. Sarra.

HOTEL PASO DEL NORTE, El Paso & San Antonio, El Paso, Tex. Adv. Exec.: Carl Hertzog. Agency: Mithoff Adv., El Paso, Tex. Acct. Exec.: Warren Mithoff.

THE JOHN G. PATON Co., 630 Fifth Ave., New York, Golden Blossom honey and Paton's canned goods. Agency: Brisacher, Wheeler & Staff, New York.

PATTEN FOOD PRODUCTS, Chattanooga, Tenn., Mis' Julie's pie crust and pie filling mixes, Adv. Exec.: Frank Walsh. Agency: Liller, Neal & Battle Adv., Atlanta. Acct. Exec.: W. W. Neal.

PATTERSON ENTERPRISES, Canton, Tex., nursery and floral stock. Agency: Watts, Payne Adv., Dallas. Acct. Exec.: Marie Callahan.

PAXTON & GALLAGHER Co., Ninth & Jones Sts., Omaha, Neb., Butter-Nut coffee. Adv. Exec.: Edward A. Creighton Jr. Agency: Buchanan-Thomas Adv. Co., Omaha, Neb. Acct. Exec.: C. C. Buchanan.

PAY WAY FEED MILLS Inc., 3d & Broadway Sts., Kansas City, livestock and poultry feeds. Agency: Frank E. Whalen Adv., Kansas City.

PAY-U LABS Inc., 29th & Chestnut Sts., Quincy Ill., feeds, worm expellers and other supplies for livestock and poultry. Agency: Aubrey, Finlay, Marley & Hodgson, Chicago. Acct. Exec.: D. R. Collins.

PEARCE Mfg. Co., Latrobe, Pa., blankets and woolen goods. Adv. Exec.: F. J. Harvey. Agency: Edward M. Power Co., Pittsburgh.

PEARSON PHARMACAL Co., 350 E. 35th St., New York, Eye-Gene eye drops and Ennds chlorophyll tablets (N). Adv. Exec.: Robert C. Hartstall. Agency: Harry B. Cohen Adv., New York. Acct. Exec.: Stuart Smith.

F. H. PEAVEY & Co., 760 Grain Exchange Bldg., Minneapolis, weed sprays, feeds, grain. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: K. D. Ruble.

PEAVEY PAPER MILLS, Ladysmith, Wis., White Sail tissue.

PELTON'S SPUDNUTS Inc., 1488 S. State St., Salt Lake City, pastry products. Agency: Jarman & Skaggs, Salt Lake City. Acct. Exec.: Bill A. Skaggs.

PENATHOL LABS., 1111 Griswold St., Detroit, Penathol medical. Adv. Exec.: Dr. Otto Weiss. Agency: First United Broadcasters, Chicago.

PENICK & FORD Ltd., 420 Lexington Ave., New York, Br'er Rabbit molasses and syrup, Vermont Maid syrup, My-T-Fine desserts and Penick syrup (S). Adv. Exec.: Charles F. Fleischmann. Agencies: BBDO, New York. Acct. Exec.: Charles Dalton (My-T-Fine desserts); J. Walter Thompson Co., New York. Acct. Exec.: Robert Shirey (syrups and molasses).

PEN-JEL Corp., 2400 Nicholson Ave., Kansas City, fruit pectin in powder form. Agency: R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: Alex Coleman.

PENN-CHAMP OIL Co., Butler, Pa., Aunt Sue's dry cleaner, self-polishing wax, window cleaner, Penn-Champ motor oil, lighter fluid, Kilzum DDT insecticide and stock spray. Agency: Paris & Peart, New York.

PENN FISHING TACKLE Mfg. Co., 3028 W. Hunting Park Ave., Philadelphia, Penn fishing reels. Agency: Walter S. Chittick Co., Philadelphia.

PENN SHERATON HOTEL, 3900 Chestnut St., Philadelphia. Agency: Robert L. Hance Adv., Philadelphia. Acct. Exec.: R. L. Hance.

J. C. PENNEY CO., 330 W. 34th St., New York, chain department stores. Adv. Exec.: John A. Fitz Randolph. Agency: Roy S. Durstine Inc., New York.

THE PENNSLYVANIA RAILROAD, 1617 Pennsylvania Blvd., Philadelphia, transportation. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: Al Paul Lefton.

PENNSYLVANIA SALT Mfg. Co., Widener Bldg., Philadelphia, industrial chemicals for water sanitation and sewage disposal, textile processing, pulp and paper operations, glass and ceramics production, pickling and refining of primary metals, finishing of fabricated metal parts, petroleum refining and petro-chemicals, and for the production of chemicals and allied products; chemical specialties for agricultural use, B-K line for cleaning and sanitizing in dairy and food processing industries, Knox-Out insecticides for home and garden, lye, products for cold working of metals; Erusto line of laundry specialties, cleaners for railroad use, maintenance cleaners, dishwashing compounds and corrosion-resistant paints and cements. Agency: Geare-Marston Inc., Philadelphia. Acct. Exec.: Edward Scull.

PENOBSCOT SHOE Co., Old Town, Me., Tramp-Eze shoes. Adv. Exec.: Leon H. Fischman. Agency: Frederick-Clinton Co., New York. Acct. Exec.: Harold S. Rieff.

PEOPLES FIRST NATIONAL BANK & TRUST Co., 5th & Wood Sts., Pittsburgh, bank. Agencies: Ketchum, MacLeod & Grove Inc., Pittsburgh. Acct. Exec. W. Geissinger; Bachman, Kelly & Trautman Inc., Pittsburgh.

PEP BOYS, MANNY, MOE & JACK, OF CALIFORNIA, 1122-24 W. Washington Blvd., Los Angeles, auto accessories and parts, tools, radio and bike supplies. Adv. Exec.: David Gary. Agency: Milton Weinberg Adv. Co., Los Angeles. Acct. Exec.: William Krauch.

PEPPARD SEED CO., 1101 W. 8th St., Kansas City, Pepseeco field seeds, Pep-Pop popcorn and Funk G hybrid seed corn. Adv. Exec.: C. P. Peppard. Agency: R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: C. L. Robinson.

PEPSI-COLA Co., 3 W. 57th St., New York, Pepsi-Cola and Evervess beverages. Agency: Biow Co.,, New York. Acct. Exec.: Milton Biow.

PEPSODENT, Div. of Lever Bros. Co., 390 Park Ave., New York, Pepsodent tooth powder, tooth paste, antiseptic toothbrush, Lifebuoy, shaving cream, Rayve cream shampoo, Rayve home wave, Chlorodent toothpaste and Shadow-Wave home permanent. Adv. Exec.: West Woodbridge Jr. Agencies: McCann-Erickson Inc., New York. Acct. Execs.: Rud McKee, Al Roby (Pepsodent), Tom Lane and Wells Spence (Shadow-Wave); J. Walter Thompson Co., New York. Acct. Exec.: Ken Hinks (Rayve creme shampoo and chlorodent toothpaste).

PEQUOT MILLS, 47 Congress St., Salem, Mass., Pequot sheets and pillow cases and cotton sheeting. Agency: Jackson & Co., New York. Acct. Exec.: John Yeargain.

PERFECT CIRCLE Corp., 552 S. Washington St., Hagerstown, Ind., piston rings. Adv. Exec.: John Senn. Agencies: Henri Hurst & McDonald Inc., Chicago. Acct. Exec.: E. F. Hascall. McConnell, Eastman & Co. Ltd., Toronto.

PERFECTFORM Corp., 152 Madison Ave., New York, ladies' slips. Adv. Exec.: M. B. Desreau. Agency: Lane Adv. Agency Inc., New York.

PERFECTION BISCUIT CO., 250 Pearl St., Ft. Wayne, Ind., biscuits, crackers, bread and cake. Adv. Exec.: J. S. Littlejohn. Agency: Wayne Adv., Ft. Wayne, Ind.

PERIODICAL HOUSE Inc., 23 W. 47th St., New York, Secrets and Revealing magazines. Adv. Exec.: Alan B. Grant.

PERMA STARCH Co., Sangamon Ordnance Works, Illiopolis, Ill., Perma starch. Adv. Exec. P. V. Eakin. Agency: Henri, Hurst & McDonald, Chicago.

PERMA-STONE Co., 719 E. Hudson St., Columbus, Perma-Stone. Agency: Mumm, Mullay & Nichols Inc., Columbus. Acct. Exec.: Leo Smith.

PERSONNA BLADE Co., 43 W. 57th St., New York, Personna precision blades. Agency: J. D. Tarcher & Co., New York.

PET DAIRY PRODUCTS Co., 303 W. Walnut St., Johnson City, Tenn., Pet ice cream, milk and dairy products. Agency: Robert E. Clarke & Assoc., Inc., Miami, Fla. Acct. Exec.: George I. Clarke.

PET FOOD Co., Portland, Ore., Beg-More dog and cat food. Agency: Don Dawson Co., Portland.

PET MILK Co., 1401 Arcade Bldg., St. Louis, Pet evaporated milk and Pet nonfat dry milk (N) (S). Adv. Exec.: C. J. Hibbard. Agency: Gardner Adv., St. Louis. Acct. Exec.: H. O. Whiteside.

PETAJAN Co., 1037 N. Astor St., Milwaukee, Wis., M-Ten powdered meat tenderizer and Au Jus instant beef stock. Agency: Andrews Agency Inc., Milwaukee.

PETCO Corp., 8530 W. National Ave., Milwaukee, petroleum products. Agency: Arthur Meyerhoff & Co., Milwaukee. Acct. Exec.: George Grabin.

PETER PAN FOUNDATIONS Inc., 312 Fifth Ave., New York, Merry-Go-Round, Peter Pan, Hidden Treasure, Tripl Treasure and Inner Circle bras. Agency: Ben Sackheim Inc., New York. Acct. Exec.: Doris Newman.

PETER PAUL Inc., New Haven Rd., Naugatuck, Conn., Mounds, Almond Joy, Walnettos, Choclettos and Coconettos. Adv. Exec.: Elliott Plowe. Agency: Maxon Inc., New York. Acct. Exec.: Robert R. Ferry.

PETRI WINE CO., San Francisco, Petri brand wines, vermouth, brandy, champagnes and sparkling burgundies. Adv. Exec.: Hugh D. Smith. Agency: Young & Rubicam, San Francisco. Acct. Exec.: Winton R. Smith.

PFEIFFER BREWING Co., 3740 Bellevue Ave., Detroit, Pfeiffer's Famous beer. Agency: Maxon Inc., Detroit. Acct. Exec.: William D. Laurie Sr.

PFISTER ASSOCIATED GROWERS Inc., Aurora, Ill., genuine Pfister hybrids. Agency: L. W. Ransey Co., Davenport, Iowa. Acct. Exec.: Pax Schaffer.

PHARMACO Inc., Galloping Hill Rd., Kenilworth, N. J., Feen-a-Mint and Chooz (S). Adv. Exec.: Alan Brown. Agency: Doherty, Clifford & Shenfield Inc., New York. Acct. Exec.: Ronald Bradley.

PHELPS DODGE REFINING Corp., 4 Wall St., New York, copper and nickel sulphate, selenium and tellurium. Agency: Atherton & Currier Inc., New York. Acct. Exec.: J. D. Molnar.

PHERRI-ZOL LABS Inc., P. O. Box 53, Prior Lake, Minn., Pherri-Zol for poison ivy. Adv. Exec.: Robert E. Appel. Agencies: Minnesota Editorial Assn., Minneapolis; Foulke Agency Inc., Minneapolis.

PHILADELPHIA DAIRY PRODUCTS Co., 4th & Poplar St., Philadelphia

Aristocrat, Dolly Madison and other ice creams and milk. Agencies: Adrian Bauer Adv. Agency, Philadelphia. Acct. Exec.: Alan Tripp; Scheck Adv. Agency, Newark, N. J.

PHILADELPHIA ELECTRIC Co., 1000 Chestnut St., Philadelphia. Adv. Exec.: E. R. Laws. Agency: Al Paul Lefton Co., Philadelphia.

THE PHILADELPHIA INQUIRER, 400 N. Broad St., Philadelphia, newspaper. Adv. Exec.: Gordon F. Chelf. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: Paul Brown.

THE PHILADELPHIA & READING COAL & IRON Co., Reading Terminal, Philadelphia, Famous Reading Anthracite. Adv. Exec.: Miss V. I. Schlacks. Agency: McKee & Albright Inc., Philadelphia.

PHILADELPHIA TRANSPORTATION Co., 1405 Locust St., Philadelphia, mass transportation. Adv. Exec.: John F. Grogan. Agency: Al Paul Lefton Co., Philadelphia.

PHILCO Corp., Tioga & C Sts., Philadelphia, Philco home set radios, TV receivers, radio-phonographs, automobile radio sets, refrigerators, freezers, air conditioners, high efficiency tubes, Philco batteries and electric ranges, replacement parts, export products and microwave television and communications relay systems. Agency: Hutchins Adv. Co., Philadelphia.

PHILIP MORRIS & CO. Ltd., 100 Park Ave., New York, Dunhill and Philip Morris cigarettes (N) (S). Adv. Exec.: Roger M. Greene. Agency: Biow Co., New York. Acct. Execs.: Everett Bradley and C. P. Tyler.

PHILIPPINE AIR LINES Inc., 212 Stockton St., San Francisco, air lines. Agency: Walther-Boland Assoc., San Francisco. Acct. Exec.: B. W. Boland.

PHILLIPS & BUTTORFF Mfg. Co., 217 3d Ave., N. Nashville, Tenn., Enterprise ranges. Adv. Exec.: D. T. Kennard. Agency: C. P. Clard Inc., Nashville.

THE CHAS. H. PHILLIPS CO., Div. of Sterling Drug Inc., 1450 Broadway, New York. Phillips Milk of Magnesia. tablets, tooth paste, face creams, Haley's M. O., Energine cleaning fluid, lighter fluid and shoe white. Agencies: Thompson-Koch Co., New York; Dancer-Fitzgerald-Sample Inc., New York.

DR. P. PHILLIPS CANNING Co., 60 W. Robinson Ave., Orlando, Fla., Dr. Phillips juices. Agency: David H. Obermeyer Adv., Orlando, Fla.

PHILLIPS-JONES Corp., 1225 Broadway, New York, Van Heusen man's shirts, sports shirts, pajamas, neckwear, collars, underwear and swim trunks. Adv. Exec.: Robert J. Mohr. Agency: Grey Adv., New York. Acct. Exec.: Ted Kaufman.

PHILLIPS PACKING Co., Cambridge, Md., soups, vegetables, meat products and specialties. Agency: Clements Co., Philadelphia.

PHILLIPS PETROLEUM Co., Bartlesville, Okla., Phillips 66 gasoline and motor oil. Adv. Exec.: O. E. Bettis. Agency: Lambert & Feasley, New York. Acct. Exec.: Frank W. Mace.

PHOENIX BREWERY Corp., 300 Emslie St., Buffalo, Phoenix light lager, Phoenix cream ale, Governorn Club premium ale and beer. Agency: Ellis Adv. Co., Buffalo.

PICTSWEET FOODS Inc., Mt. Vernon, Wash., PictSweet canned peas, corn, green beans and frozen foods. Agency: Brisacher, Wheeler & Staff, San Francisco. Acct. Exec.: Franklin C. Wheeler.

PI-DO Corp., 808 Slocum St., Dallas, Pi-Do pie crust mix and Bis-Do biscuit mix. Agency: McMains Inc., Dallas.

PIEDMONT AIRLINES, Smith Reynolds Airport, Winston-Salem, N. C., airline transportation. Agency: Hugh A. Deadwyler Adv., Charlotte, N. C. Acct. Exec.: S. C. Hair.

PIEDMONT APPLE PRODUCTS CO., S. 1st St., Charlottesville, Va., Old Piedmont brand blackberry wine and Piney River apple wine. Agency: Advertising Inc., Richmond, Va.

PIEL BROS., 315 Liberty Ave., Brooklyn, Piel's and Trommer's beer. Agency: Kenyon & Eckhardt, New York. Acct. Exec.: Maurice V. Odquist.

F. O. PIERCE Co., 2-33 50th Ave., Long Island City, fine paints and varnishes. Adv. Exec.: Edward Thompson. Agency: A. Weisberg & Co., New York. Acct. Exec.: Albert Weisberg.

PIERCE'S PROPRIETARIES Inc., 127 Dehr St., Buffalo, Dr. Pierce's Favorite Prescription and Golden Medical Discovery. Adv. Exec.: R. Vaughn Pierce. Agencies: Kastor, Farrell, Chesley & Clifford Inc., New York (Golden Medical Discovery); The Joseph Katz Co., New York. Acct. Exec.: Nat Wildman (Dr. Pierce's Favorite Prescription and Femidrin); The F. H. Hayhurst Co. Ltd., Toronto; Irwin Vladimir & Co., New York.

PILLSBURY MILLS Inc., Pillsbury Bldg., Minneapolis, Pillsbury's Best flour, Sno Sheen cake flour, Farina, Wheat Bran, pancake mix, buckwheat pancake mix, pie crust mix, hot roll mix, White Cake mix, Chocolate Fudge cake mix, Yellow Cake mix, Obelish flour, Ballard mixes and Ballard oven-ready biscuits. Adv. Execs.: Earl A. Clasen and Maurice E. Cook. Agencies: Leo Burnett Co., Chicago. Acct. Exec.: Joe Greeley; Vance Pidgeon & Assoc., Minneapolis. Acct. Exec.: Allen Royce (bakery products and Pre-Mix sales); Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Al A. Whitman; Irwin Vladimir & Co., New York. Acct. Exec.: Irwin Vladimir.

PILOT LIFE INSURANCE Co., Greensboro, N. C., multiple line insurance. Adv. Exec.: C. R. Andrews. Agency: Walter J. Klein Co., Charlotte, N. C. Acct. Exec.: Walter J. Klein.

PILOT RADIO Corp., 37-06 36th St., Long Island City, N. Y., Pilot TV and FM receivers and phono combinations. Adv. Exec.: Jerry Hart. Agency: Alfred Paul Berger Co., New York.

PILSENER BREWING Co., N. Cedar & Diamond Ave., Hazelton, Pa., Pilsener beer, ale and porter. Adv. Exec.: George P. Weaver.

PINE BROS., 140 N. 8th St., Philadelphia, Glucerine cough tablets. Agency: Young & Rubicam, New York.

THE PINEX Co., 123 W. Columbia St., Ft. Wayne, Ind., Pinex Antihistamine and Pinex cough remedy. Agency: Russel M. Seeds Co., Chicago. Acct. Exec.: Harry Goldsmith.

LYDIA E. PINKHAM MEDICINE Co., 271 Western Ave., Lynn, Mass., Lydia E. Pinkham's Vegetable Compound. Adv. Exec.: Mary H. Gillespie. Agency: Harry B. Cohen Adv., New York.

PIONEER AIRLINES Inc., Love Field, Dallas, airlines. Agency: Rogers & Smith Adv., Dallas. Acct. Exec.: Dave McConnell.

PIONEER CORN Co., 221 N. Main St., Tipton, Ind., hybrid corn. Agency: Compton Adv. Inc., Chicago. Acct. Exec.: William B. Hill.

PIONEER HI-BRED CORN Co., 1206 Mulberry St., Des Moines, Iowa, hybrid seed corn and Hy-Line chicks. Adv. Exec.: James Bradley. Agencies: Wallace Adv. Agency, Des Moines. Acct. Exec.: Ross Wallace; E. H. Brown Adv., Chicago. Acct. Exec.: L. H. Harvey.

PIONEER ICE CREAM Div., The Borden Co., 205 E. 24th St., New York, Borden's, Reid's and Horton's Ricciardi and Carpenter's ice cream. Agencies: Doherty, Clifford & Shenfield Inc., New York. Acct. Exec.: Joel Jacobs (Reid's, Horton's, Ricciardi's and Carpenter's ice cream and local adv. on Borden's ice cream); Young & Rubicam, New York.

PIONEER LIFE INSURANCE Co., Pioneer Life Bldg., Rockford, Ill. Agencies: J. L. Stewart Agency, Chicago; Charles Edson Rose Co., Chicago.

PIPER BRACE Co., 811 Wyandotte St., Kansas City, Rupture-Eraser, Foot-Easer and Back-Easer. Adv. Exec.: N. R. Nelkin. Agency: John Kaye Agency, Kansas City. Acct. Exec.: John Goldberg.

PITTSBURGH BREWING Co., 3340 Liberty Ave., Pittsburgh, Pa., beer (S). Adv. Exec.: S. E. Cowell. Agency: Smith Taylor, Jenkins Inc., Pittsburgh. Acct. Exec.: R. P. Taylor.

PITTSBURGH PLATE GLASS Co., 2000 Grant Bldg., Pittsburgh, Pittsburgh, Sunproof, Wallhide, Waterspar, rubberized Chromseal, selectron Color Dynamics, Columbia, micronized Pittcide, Corona, Goldstripe, Fleetwing and Lightning paints. Adv. Execs.: G. B. Motheral, James Plunket and Michael J. Batenburg. Agencies: Maxon Inc., Detroit (paint); Van Sant, Dugdale & Co., Baltimore. Acct. Exec.: C. M. Buchanan.

PITTSBURGH WATER HEATER Co., 193 Chartiers Ave., Pittsburgh, domestic and industrial gas fired water heaters. Agency: James A. Stewart Co., Carnegie, Pa.

PLANKINTON PACKING Co., 230 S. Muskego Ave., Milwaukee, meats and meat products. Adv. Exec.: C. N. Colling. Agency: Cramer-Krasselt Co., Milwaukee. Acct. Exec.: H. Hackbarth.

PLANTABBS Corp., 1105 Maryland Ave., Baltimore, Fulton's Plantabbs plant food tablets. Adv. Exec.: D. H. Fulton Jr. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: E. Lyell Gunts.

PLANTERS NUT & CHOCOLATE Co., 632 S. Main St., Wilkes-Barre, Pa., Planters salted peanuts and Hi Hat peanut cooking oil. Adv. Exec.: M. Peruzzi. Agencies: Goodkind, Joice & Morgan Inc., Chicago; Raymond R. Morgan Co., Hollywood; Lynn-Fieldhouse, Wilkes-Barre, Pa.

PLASTICS INDUSTRIES TECHNICAL INSTITUTE, Dept. of West Coast University, 1601 S. Western Ave., Los Angeles, plastics instruction and education. Agency: The Jordan Co., Los Angeles. Acct. Exec.: Larry Pendleton.

PLASTI-KOTE Inc., 425 Lakeside St., N. W., Cleveland, paint products. Agency: Ohio Adv. Agency Inc., Cleveland. Acct. Exec.: S. L. Abrams.

PLEASANT VALLEY FARMS, Gresham, Ore., Holland bulbs, shrubs, trees. Agency: Hal Short & Co., Portland, Ore.

PLOUGH Inc., 3022 Jackson Ave., Memphis, Tenn., Penetro products, St. Joseph aspirin, St. Joseph Aspirin for Children, St. Joseph family medicines, Pen-o-rub, Moroline, Black & White beauty preparations, Argotane, Ever-Ready oil, Mufti products, Breethem, Mexsana skin cream, Gets-It and Majors cement, Kremola complexion soap, D. C. H. Barry's soap and Revelation tooth powder. Adv. Exec.: Frank G. Morris. Agencies: Lake-Spiro-Shurman Inc., Memphis. Acct. Exec.: Avron Spiro; Lawrence C. Gumbinner Adv., New York; Export Adv. Inc., Chicago.

PLYMOUTH MOTOR CORP., Div. of Chrysler Corp., 6334 Lynch Rd., Plymouth passenger and commercial motor vehicles. Agency: N. W. Ayer & Son Inc., Philadelphia.

THE H. & S. POGUE Co., 4th & Race Sts., Cincinnati, general merchandise. Adv. Exec.: Mrs. Olive Cooper. Agency: Douglas D. Simon Adv., New York. Acct. Exec.: Charles Sandak.

LEO POLLOCK Co., 139 Duane St., New York, Polly Christmas tree lights. Agency: Walter J. Gallagher Adv., New York.

POMPEIAN OLIVE OIL Corp., 4201 Pulaski Highway, Baltimore, pure imported olive oil. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: Edgar Kassen.

A. H. POND Co., 120 E. Washington St., Syracuse, Keepsake diamond rings. Adv. Exec.: Albert W. Doolittle. Agency: Flack Adv., Syracuse. Acct. Exec.: William Conklin.

PONTIAC MOTOR DIV., General Motors Corp., Pontiac, Mich., Pontiac automobiles. Adv. Execs.: B. B. Kimball and Ray E. Markuson. Agency: MacManus, John & Adams Inc., Detroit. Acct. Exec.: Paul Foley.

POPULAR SCIENCE MONTHLY, 353 4th Ave., New York.

PORTWOOD Co., 855 6th Ave., New York, postage stamps for collectors. Agency: The Lampert Agency, New York.

PH. H. POSTEL'S MILLING Co., 2 W. Main St., Mascoutah, Ill., elegant feeds. Agency: Warner & Assoc., St. Louis.

POTATO PRODUCTS Corp., East Grand Forks, Minn., potato chips, potato flour and shoestring potatoes and fresh potatoes.

POTTER DRUG & CHEMICAL Corp., 123-153 Medford St., Malden, Mass., Cuticura soap, ointment, talcum powder, shaving stick, Cuticura liquid and shaving cream, baby oil, hand cream and shampoo. Agency: Atherton & Currier Inc., New York. Acct. Exec.: J. W. Atherton.

JOHN ROBERT POWERS, 14 Newbury St., Boston, school of personality development. Agency: Reilly, Brown & Willard Inc., Boston. Acct. Exec.: Robert H. Stackhouse.

JOHN ROBERT POWERS PRODUCTS Co., 681 Fifth Ave., New York, cosmetics. Agency: Cecil & Presbrey Inc., New York. Acct. Exec.: Harvey Kneeland.

PRAIRIE SCHOONER Inc., 1501 W. Bristol St., Elkhart, Ind., house trailers. Adv. Exec.: W. G. Reiter. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: Warren Johnson.

PRENTIS CLOTHES, 162 Fifth Ave., New York, men's and women's clothing. Adv. Exec.: Louis Sosman. Agency: Hirshon-Garfield Inc., New York.

PREPARED PRODUCTS Co., 474 S. Arroyo Pkwy., Pasadena, Calif., Dixie Fry seasoned flour. Adv. Exec.: Walter W. Taylor. Agency: Dan B. Miner Co., Los Angeles. Acct. Exec.: Andrew D. Carpenter.

PRES-A-LITE Corp., 432 4th Ave., New York, automatic lighter dispenser. Adv. Exec.: S. Glazier. Agency: William H. Weintraub & Co., New York.

HOTEL PRESIDENT Inc., 14th & Baltimore Sts., Kansas City. Adv. Exec.: George Bowles. Agency: R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: J. B. Woodbury.

PREST-O-LITE BATTERY Co., Toledo, storage batteries for autos, trucks, buses, diesels, tractors, radio and lightplants. Adv. Exec.: D. B. Seem. Agencies: Ruthrauff & Ryan, Detroit; National Export Adv. Service Inc., New York.

PRESTO BEVERAGE Corp., 834 Sterling Pl., Brooklyn, Presto beverage powder. Adv. Exec.: Howard B. Reiffel.

PRIM PRODUCTS Co., 457 Stuart St., Boston, Prim plastic starch and hand cleaner. Adv. Exec.: Alonzo J. Shadman. Agency: Copley Adv. Agency, Boston. Acct. Exec.: A. J. Cucchiara.

PRIMA-BISMARCH BREWING Co., 2762 S. Archer Ave., Chicago, malt beverages. Adv. Exec.: Ralph A. Heller. Agency: Newby & Peron Inc., Chicago.

PRIMROSE HOUSE Inc., 746 N. Senate Ave., Indianapolis, cosmetics and toiletries. Agency: Erwin, Wasey & Co., New York. Acct. Exec.: George Wasey.

PRINCE MATCHABELLI Inc., 711 Fifth Ave., New York, perfumes and cosmetics. Agency: Morse International Inc., New York.

PRINCESS PAT Ltd., 2709 S. Wells St., Chicago, beauty preparations. Adv. Exec.: Patricia Gordon. Agency: Fremont Adv., Chicago.

PRIVATE BRANDS Inc., Knoxville, Tenn., Gardgum chlorophyl chewing gum.

PROCTER & GAMBLE Co., 6th & Main St., Cincinnati, soaps, shampoos and shortening. Adv. Exec.: W. R. Chase. Agencies: Compton Adv., New York (Crisco, Fluffo, Primex and Sweetex shortening: Ivory soap, Ivory flakes, Duz and Drene). Acct. Exec.: Robert Holbrook; Dancer-Fitzgerald-Sample, Chicago (Dreft, Oxydol, Shasta and Wondra). Acct. Exec.: C. L. Fitzgerald; Benton & Bowles, New York (Ivory Snow, P & G White, Naptha, Tide and Prell). Acct. Exec.: A. W. Hobler; Biow Co., New York (Spic & Span, Joy liquid detergent, Lava soap, Teel and Lilt). Acct. Exec.: Milton Biow; Young & Rubicam, New York (Cheer). Acct. Exec.: Frank Fagan; H. W. Kastor & Son Inc., Chicago (American Family soap and flakes). Acct. Exec.: H. Kastor; Russell M. Seeds Co., Chicago; Leo Burnett Co., Chicago; Pedlar & Ryan Inc., New York (Camay soap). Acct. Exec. T. L. L. Ryan.

PROGRESS BREWING Co., Box 1026, Oklahoma City, Progress beer. Adv. Exec.: M. F. Dykema. Agency: George Knox Adv., Oklahoma City. Acct. Exec.: George Knox.

PROOF PRODUCTS Corp., 118 Meadow Lane, Grosse Point, Mich., "48" hour cologne. Agency: Denman & Baker Inc., Detroit.

PROTEX PRODUCTS Co., 350 Fifth Ave., New York, Protex garment bags. Agency: Marcel Schulhoff Adv., New York.

PROTO TOOLS, 2209 Santa Fe Ave., Los Angeles, hand tools. Adv. Exec.: Clifford Faust. Agency: Willard G. Gregory & Co., Los Angeles. Acct. Exec.: E. T. Johnson.

PRUDENCE FOODS Inc., 188 State St., Boston, Prudence corned beef hash. Agency: Chambers & Wiswell, Boston. Acct. Exec.: Charles F. Hutchinson.

THE PRUDENTIAL INSURANCE Co. of America, 763 Broad St., Newark, N. J., life insurance (N). Adv. Exec.: Henry M. Kennedy. Agency: Calkins & Holden, Carlock, McClinton & Smith, New York. Acct. Exec.: Robert W. Robb.

PUBLIX SHIRT Corp., 75 Leonard St., New York, men's shirts, pajamas, sportswear and outerwear. Agencies: J. D. Tarcher & Co., New York (Truval and Town Topic), Ray Austrian & Assoc., Inc., New York.

THE JOHN PUHL PRODUCTS Co., 5900 W. 51st St., Chicago, Little Bo Peep ammonia, Fleecy White laundry bleach and Little Boy Blue bluing. Agency: Roche, Williams & Cleary Inc., Chicago. Acct. Exec.: Edwin C. Olson.

THE PURE OIL Co., 35 E. Wacker Dr., Chicago, Purelube motor oil, Pure-Pep gasoline, Pure-Premium gasoline, industrial lubricants, pure tires, pure batteries and accessories. Adv. Exec.: F. H. Marling. Agency: Leo Burnett Co., Chicago.

PUREPAC Corp., 503-519 E. 72d St., New York, Purepac drugs and Flemex and Klimzmoth insecticides. Agency: Leonard Wolf & Assoc., Inc., New York.

PUREX CORP. Ltd., 9300 Rayo Ave., South Gate, Calif., Purex bleach, bowl clean and drain opener and Trend and News detergent. Adv. Exec.: R. G. Hawley. Agency: Foote, Cone & Belding, Los Angeles. Acct. Execs.: Bryon W. Mayo and George Belsey.

PUREX PRODUCTS Inc., 1540 Ridgeley St., Baltimore, Anti-Cay powder and wafer. Agency: Leon S. Golnick & Assoc., Baltimore.

PURITAN Co. of America, 1200 W. 37th St., Chicago, Realemon Brand lemon juice, Puresun olives and maraschino cherries. Adv. Exec.: Arthur W. Lundell. Agency: Schwimmer & Scott Inc., Chicago. Acct. Exec.: Charles H. Lilienfeld.

PURITAN DRESS CO. OF BOSTON, 1400 Broadway, New York, Forever Young dresses and suits and Casually Young dresses. Agency: McCann-Erickson, New York.

PURITAN MILLS, 52 Mangum St., N. W., Atlanta, My-T-Pure flour. Adv. Exec.: Edward Brenner. Agency: Liller, Neal & Battle Adv. Agency, Atlanta, Ga.

PURITAN SALES Co., 916-932 Ashby

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DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

St., N. W., Atlanta, Drier-Outer and Moin 'N-Air. Agency: Norman Frankel Adv., Atlanta.

PURITY BAKERIES Corp., 919 N. Michigan Ave., Chicago, Taystee bread and Grennan cakes. Adv. Exec.: T. R. Weber. Agency: Young & Rubicam, Chicago. Acct. Exec.: Otis Beeman.

PURITY BISCUIT Co., Fifth South at Fourth West St., Salt Lake City, Saltine crackers and Town House cookies. Adv. Exec.: Howard J. Tracy. Agency: Gillham Adv. Agency, Salt Lake City. Acct. Exec.: M. C. Nelson.

PYROIL Co., 122 Main St., La Crosse, Wis., Pyroil lubricants. Agencies: Van Hecker Inc., Chicago. Acct. Exec.: C. E. Van Hecker. Central Purchasing Agency, W. Toronto, Can.

Q

QUAKER CITY CHOCOLATE & CONFECTIONERY Co., 2140 Germantown Ave., Philadelphia. Good & Plenty licorice flavored candy. Adv. Exec.: Lester G. Rosskam Jr. Agency: Adrian Bauer Adv. Inc., Philadelphia. Acct. Exec.: Alan R. Tripp.

THE QUAKER OATS Co., 345 Merchandise Mart, Chicago, Quick Quaker Oats, Quaker Oats, Quick Mother's Oats, Mother's Oats, Mother's Oats with China, Puffed Wheat Sparkies, Puffed Rice Sparkies, New Pettijohn's, milk macaroni and spaghetti, Aunt Jemima pancake and buckwheat flours, Muffets shredded wheat biscuits, Ful-O-Pep, live stock and poultry feeds, Quaker corn meal and Pack-O-Ten. Adv. Exec.: M. S. Stone. Agencies: Sherman & Marquette Inc., Chicago (Quaker Oats, Puffed Wheat and Puffed Rice, Sparkies, Ful-O-Pep livestock, poultry feeds and Pack-O-Ten); Price, Robinson & Frank Inc., Chicago. Acct. Exec.: Robert Everett (Aunt Jemima pancake flour, muffets, Aunt Jemima ready mixes, Quaker flours, macaroni and noodles); Rogers & Smith, Chicago; Needham, Louis & Brorby Inc., Chicago (Quaker corn and meal grits, Aunt Jemima corn meal and grits and Ken-L-Ration); National Export Adv. Service Inc., New York; Spitter & Mills Ltd., Toronto.

QUAKER Mfg. Co., 223 W. Erie St., Chicago, oil and gas heaters. Agency: Cruttenden & Eger Adv., Chicago. Acct. Exec.: Harley B. Hobbs.

QUALITY BISCUIT Co., 1512 W. Pierce St., Milwaukee, crackers and cookies. Agency: Hoffman & York Inc., Milwaukee.

QUALITY CHECKD DAIRY PRODUCTS Assn., 205 W. Wacker Dr., Chicago, all dairy products and ice cream. Agency: Campbell-Mithun Inc., Chicago. Acct. Exec.: Clinton Hentrich.

QUALITY IMPORTERS Inc., 350 Fifth Ave., New York, Ambassador Scotch whiskey and Old Bushmill's Irish whiskey and Welch's sweet grape wine. Agencies: Monroe Greenthal Co., New York. Acct. Exec.: A. L. Renitz; Al Paul Lefton Co., New York. Acct. Exec.: Sander Heyman (Welch's sweet grape wine).

QUALITY MACARONI Co., 352 Wacouta St., St. Paul, macaroni and spaghetti. Adv. Exec.: Maurice Ryan. Agency: Bozell & Jacobs Inc., Minneapolis.

QUEEN CITY BREWING Co., Cumberland, Md., beer. Agency: James S. Beattie Adv., Washington, D. C.

QUEEN CUTLERY Co., 200 Madison Ave., New York, Queen cutlery. Agency: Gotham Adv. Agency, New York. Acct. Exec.: Arthur A. Kron.

QUEEN STOVE WORKS Inc., Albert Lea, Minn., oil and gas heaters and furnaces and Superfan blowers. Adv. Exec.: R. D. Putnam. Agency: Dwyer & Devoy Adv., Minneapolis.

K. J. QUINN & Co., 195 Canal St., Malden, Mass., Quintone Scuffy shoe polish and Baby White. Adv. Exec.: Mrs. Paul J. Dorr. Agency: Ingalls-Miniter Co., Boston. Acct. Exec.: Robert F. O'Brien.

R

RCA VICTOR DIV. of Radio Corp. of America, Front & Cooper Sts., Camden, N. J., RCA victor console, table model, portable and personal radio receivers for standard broadcast, FM and shortwave reception, television receivers, aviation broadcast and communications apparatus, industrial electronic apparatus, electron microscope, public address and sound equipment, 16mm. projectors, motion picture recording and reproducing equipment, electron tubes and tube machinery and Faradon mica capacitators. Adv. Execs.: J. M. Williams and D. J. Finn. Agency: J. Walter Thompson Co., New York.

RKO RADIO PICTURES Inc., 1270 Ave. of Americas, New York, motion pictures. Agency: Foote, Cone & Belding, New York.

RACE & RACE Inc., 5th St., S. W., Winter Haven, Fla., Racebilt irrigation systems, Racet dehumidifiers and salt drier and Geyser Bar aluminum windows. Agency: Sanborn Adv. Agency, Lakeland, Fla. Acct. Exec.: Dan Sanborn.

RADIANT Mfg. Corp., 2627 W. Roosevelt Rd., Chicago, projection screens and photographic lighting equipment. Adv. Exec.: Milt Sherman. Agency: Irving J. Rosenbloom Adv. Agency, Chicago. Acct. Exec.: E. Sergey.

RADIATOR VALVE Co. of America, 428 S. 52d St., Philadelphia, Steamheat master valves. Agency: Lee Ramsdell & Co., Philadelphia.

RADIO BIBLE CLASS, P. O. Box 22, Grand Rapids, religious talks. Agency: Stanley G. Boynton Adv. Agency, Birmingham, Mich.

RADIO CORP. OF AMERICA, 30 Rockefeller Plaza, New York, radio, electronics and television, institutional advertising. Agency: J. Walter Thompson Co., New York.

RADIO WIRE TELEVISION Inc., 100 6th Ave., New York, Lafayette radio and TV, parts and electronic equipment. Adv. Exec.: Herman Holstein. Agency: Reiss Adv., New York.

RAINBOW FINISHING Corp. of New York, Port Chester, N. Y., Wear-Conditioned fabrics. Agency: William Wilbur Adv., New York.

RAINIER BREWING Co., 1550 Bryant St., San Francisco, Rainier beer, ale and stout. Agency: Brisacher, Wheeler & Staff, San Francisco. Acct. Exec.: Robert Debman.

RALSTON PURINA Co., 8th & Chouteau Sts., St. Louis, feed for livestock and poultry and Ralston cereals. (N) (S). Adv. Exec.: G. M. Philpott. Agencies: Brown Bros. Adv., St. Louis. Acct. Exec.: S. W. Brown; Gardner Adv., St. Louis; Acct. Exec.: George Shields (cereals).

RAMFJELD & Co., 25 Beaver St., New York, Danish cheeses and Norwegian sardines. Agency: Gordon Baird Assoc., New York.

RANGER JOE Inc., Chester, Pa., Ranger Joe honey flavored popped wheat. Agency: Lamb & Keen Inc., Philadelphia.

RAPID THERMOGAS Co., 4509 E. 14th St., Des Moines, water heater and LP bottle gas. Agency: N. A. Winter Adv. Agency, Des Moines.

RAPINWAX PAPER Co., 150 26th Ave., S. E., Minneapolis, Rapinwax. Adv. Exec.: Miss Nell E. Merrill. Agency: Ewell & Thurber Assoc., Chicago.

THE RATH PACKING Co., Waterloo, Iowa, Rath Black Hawk Vacuum-Cooked food products, Rath Black Hawk ham and bacon. Adv. Exec.: R. D. Cords. Agency: Young & Rubicam, Chicago. Acct. Exec.: Erik Isgrig.

RAULAND-BORG Corp., 3515 W. Addison St., Chicago, sound and communications. Agency: George E. Brodsky Adv., Chicago.

RAYTHEON MFG. Co., Waltham, Mass., commercial, electrical and electronic products. Adv. Exec.: Charles J. Olson. Agencies: Cowan & Dengler Inc., New York; Henri, Hurst & McDonald Inc., Chicago; Walter B. Snow & Staff Inc., Boston.

THE READERS DIGEST Assn. Inc., Pleasantville, N. Y., The Readers Digest. Agency: BBDO, New York. Acct. Exec.: Sam Harned.

READY-TO-BAKE FOODS Inc., 2842 E. Olympic Blvd., Los Angeles, Puffins ready-to-bake biscuits. Adv. Exec.: R. Samuelson. Agency: Barnes-Chase Co., Los Angeles. Acct. Exec.: Charles Davis.

REAL GOLD CITRUS PRODUCTS, Brookside at Grant Sts., Redlands, Calif., Real Gold lemon juice, orange, lemon and grapefruit bases, concentrates and essential citrus oils, frozen concentrated orange juice and lemonade. Adv. Exec.: Willis H. Parker. Agency: J. Walker Thompson Co., Los Angeles.

REAN MANDELL Inc., Fremont, Neb., Candle-Glo pin curl home permanent wave.

THE REARDON Co., 7501 Page Ave., St. Louis, Bondex cement paint, Venostone primer, Plastex texture paint, Modex, the modern casein paint, Modex tempera colors, R. W. K. casein paint, Solarite art colors, Quick Cresto hot water kalsomine, Bondex primer, Bondex hydraulic cement, Vintex Texture paint, Lumnite interior cold water paint, Resufo spachtling compound, Roco wall size and Chex wall size, Firex fire retardant paint, Dramex, Solarite cold water paint, Alfresco exterior cold water paint, Reardon's tile cement, Supercel wall paper paste. Agencies: Gardner Adv. Co., St. Louis. Acct. Exec.: Casper S. Yost; James Fisher Ltd., Montreal.

REBER PRESERVING Co., Eola, Ill., butter beans with molasses and bacon. Adv. Exec.: J. W. Reber Jr. Agency: Newby & Peron Inc., Chicago.

RECORD RENDEZVOUS, 300 Prospect Ave., Cleveland, records, radios and recordplayers. Agencies: Ann Koblitz Adv., Cleveland. Acct. Exec.: Ann Koblitz; Ohio Adv., Cleveland.

RECORDIA MFG. Co., 142 W. 14th St., New York, sandals and slippers for men, boys and children. Agency: Franklin & Gladney Inc., New York. Acct. Exec.: D. Franklin.

RED TOP BREWING Co., 1747 Central Ave., Cincinnati, Red Top and Barbarossa beer and Red Top ale. Agency: Cecil & Presbrey Inc., New York.

REDDI-WIP Inc., 4205 Forrest Park Blvd., St. Louis, Reddi-Wip cream. Adv. Exec.: R. A. Sampson. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: Jack Lytle.

REDDI-WIP OF CANADA Ltd., 945 St. Andre St., Montreal, Reddi-Wip. Agency: Walsh Adv. Co. Ltd., Montreal. Acct. Exec.: Yves G. Bourassa.

REDMAN TRAILER Co., Alma, Mich., New Moon trailers. Adv. Exec.: T. Allen Nichols. Agency: Advertising Assoc., Saginaw, Mich.

REED & BARTON, 144 W. Britannia St., Taunton, Mass., silverware. Adv. Exec.: William T. Hurley Jr. Agency: Badger, Browning & Parcher Inc., Boston. Acct. Exec.: C. P. Parcher.

REED CANDY Co., 1245 Fletcher St., Chicago, candy. Agency: Grant Adv., Chicago.

REED PRODUCTS Co., 4438 N. 20th St., St. Louis, Ar-Pan-Ex tablets and Inergel tablets and Corbex tablets. Adv. Exec.: Fred A. Blust. Agency: Hartogensis Adv. Co., St. Louis. Acct. Exec.: Harold Hartogensis.

REELON Corp., 927 County Rd., San Carlos, Calif., Reelon Fibrex and Stylemaster, Reelon Royalty glass fiber rods, Voo Doo lures and Fly-Ty. Adv. Exec.: W. H. Reely. Agency: Sturges & Assoc., San Carlos, Calif. Acct. Exec.: P. G. Sturges.

REEVES SOUNDCRAFT Corp., 10 E. 52d St., New York, magnetic recording tape, Magna-Strip recording discs, and full width magnetic recording film. Adv. Exec.: David O. S. Ruark. Agency: Dowd, Redfield & Johnstone Inc., New York. Acct. Exec.: Robert Angelus.

REGAL-AMBER BREWING Co., 3250 20th St., San Francisco, Regal Pale beer. Agency: Abbott Kimball Co., San Francisco. Acct. Exec.: Alfred Ducato.

REGINA FURNITURE Co., 475 Atlantic Ave., Brooklyn, household furniture. Agency: William Wilbur Adv., New York. Acct. Exec.: Paul Kasander.

REHRIG MFG. Co., 2636 Compton St., Los Angeles, White House dressing. Adv. Exec.: B. H. Rehrig. Agency: Davis & Co., Los Angeles.

REID MURDOCH Div. of Consolidated Grocers Corp., 325 N. La Salle St., Chicago. Monarch Finer Foods. Adv. Exec.: J. H. Naylor. Agencies: Weiss & Geller Inc., Chicago; Irwin Vladimir & Co. of Illinois Inc., Chicago.

WM. B. REILY & Co., 640 Magazine St., New Orleans, Luzianne coffee and tea. Agency: Walker Saussy Adv., New Orleans.

RELIABLE PACKING Co., 1440 W. 47th St., Chicago, Realite shortening. Agency: Sidney Clayton & Assoc., Chicago.

REMBRANDT LAMP Corp., 259 E. Erie St., Chicago, lamps and shades. Agency: The Caples Co., Chicago. Acct. Exec.: John Erickson.

REMINGTON RAND Inc., 315 4th Ave., New York, business machines, office equipment and supplies and electric shavers. Adv. Exec.: H. Simpson. Agencies: Leeford Adv. Inc., New York. Acct. Exec.: David D. Lee; Robert Otto & Co., New York.

REMINGTON RECORDS Inc., 551 Fifth Ave., New York, Remington LP European classical recordings. Agency: Moore & Co., Greenwich, Conn. Acct. Exec.: Joseph P. Moore.

REMINGTON-RAND Inc., Electric Shaver Div., 60 S. Main St., Bridgeport, Conn., Remington electric shavers. Adv. Exec.: Herbert Simpson. Agency: Leeford Adv. Agency, New York. Acct. Exec.: Kenneth Lee.

L. N. RENAULT & SONS Inc., Norfolk Ave. & Agassiz Sts., Egg Harbor City, N. J., wine, champagne, sparkling burgundy and vermouths. Agency: H. M. Dittman Adv., Philadelphia.

THE RENNER Co., 203 Pike St., Youngstown, Ohio, Premium ale and beer, Old Oxford ale, and Old German beer.

RENSIE WATCH Co., 302 Fifth Ave., New York, Rensie clocks. Agency: Otto F. Reiss, New York.

RENUZIT HOME PRODUCTS Co., 17?? Chestnut St., Philadelphia, Renuzit home dry cleaner and Renuzit spot remover. Adv. Exec.: Paul G. Pflaumer. Agency: McKee & Albright Inc., Philadelphia. Acct. Exec.: James Gallagher.

THE REPORTER (Fortnightly Pub. Co.), 220 E. 42d St., New York, magazine. Adv. Exec.: Richard F. Lyon. Agency: Green-Brodie, New York. Acct. Exec.: Alan Green.

REPUBLIC OIL REFINING Co., Benedum-Trees Bldg., Pittsburgh, Ethul and Royal Republic gasoline, Republic, Rocolene, Penn-Sharp motor oils, Royalube greases and lubricants. Agency: Wiltman & Callahan, Pittsburgh. Acct. Exec.: R. F. Wiltman.

REPUBLIC PICTURES Corp., 1740 Broadway, New York, Republic motion pictures. Agency: Donohue & Coe, New York.

REPUBLIC STEEL Corp., Republic Bldg., Cleveland, Enduro Stainless Steel, Toncan iron, Republic alloy steels, farm fencing, enion drawn steels, upson bolts and nuts. Agency: Medrum & Fewsmith Inc., Cleveland. Acct. Exec.: J. C. Clawson.

RESISTOL HATS Inc., Garland, Tex., Resistol Self-Conforming hats for men. Agency: Tracy-Locke Co., Dallas. Acct. Exec.: Paul Rafferty.

REVERE CAMERA Co., 320 E. 21st St., Chicago, 8 mm. and 16 mm. cameras, projectors and sound equipment and magnetic tape recorder. Adv. Exec.: E. J. McGookin. Agency: Jones Frankel Co., Chicago. Acct. Exec.: J. Frankel.

REVERE COPPER & BRASS Inc., 230 Park Ave., New York, bronze, brass, copper, steel and aluminum products and Revere ware cooking utensils. Adv. Execs.: N. A. Schuele and D. F. Haggerty. Agency: St. Georges & Keyes Inc., New York.

REVLON PRODUCTS Corp., 745 Fifth Ave., New York, cosmetics and toiletries. Adv. Exec.: Hiram Vogel. Agency: William H. Weintraub & Co., New York. Acct. Exec.: Norman B. Norman.

REXALL DRUG Co., 8480 Beverly Blvd., Los Angeles, Ca a Nome, Helen Cornell toiletries, Stag toiletries (for men), Rexall medicines and vitamins, Elkay's household products, R. D. Brand pharmaceuticals, Nymer Neal and Cottage Chocolates candies, Rex-Ray and Electrex appliances, Symphony, Lord Baltimore and Cascade stationery, Kantleek, Victoria, Defender and Symbol rubber and hospital goods and Rexall. Agencies: BBDO, Los Angeles. Acct. Exec.: Thomas C. Dillon; L. W. Ramsey Adv. Co., Hollywood. Acct. Exec.: W. E. Henderson.

REXALL DRUG Co. Ltd., 68 Broadview Ave., Toronto, drug and cosmetic products (N) (S). Adv. Exec.: W. E. Irwin. Agency: Ronalds Adv., Toronto: Acct. Exec.: R. J. Avery.

REYNOLDS METALS Co., Reynolds Metals Bldg., Richmond, Va. & Louisville, Ky., aluminum and aluminum alloys pig, ingot, sheet, strictural and extruded shapes, wire, rod, bar, cable, pipe, tubing, industrial parts, powers and pastes, chemicals, building products, foils, labels, wraps and printed packaging, cigarette and tobacco foils. Adv. Execs.: J. C. Bjorkholm, R. V. Christensen and A. C. Kintner. Agencies: Buchanan & Co., New York. Acct. Exec.: William Dasheff; Price, Robinson & Frank Inc., Chicago. Acct. Exec.: Clinton E. Frank (industrial mktg. pigment mktg. and parts divs., located Louisville, Ky.); Irwin Vladimir & Co. New York. Acct. Exec.: Daniel Kaufherr.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., Camel cigarettes and Prince Albert tobacco, Brown's Mule chewing tobacco and Cavalier cigarettes. Agency: William Esty Co., Inc., New York. Acct. Exec.: William Esty.

RHEEM Mfg. Co., 570 Lexington Ave., New York, drums, household appliance line of automatic water heaters, space heaters, central heating boilers and tanks. Adv. Exec.: Richard O. Pallin. Agencies: Campbell-Ewald Co., New York. Acct. Exec.: J. H. Neebe; Tandy Adv. Ltd., Toronto.

RHODES PHARMACAL Co., 1814 E. 40th St., Cleveland, Imdrin, Imdrin Rub and Antussanine. Agency: O'Neil, Larson &

XUM

McMahon, Chicago. Acct. Exec.: Walter Zivi.

CHAS. W. RICE & Co., Union City, Ind., metal hold-fast rollers and window shades for school, hospitals, hotels and industrial shades. Agency: Staley Adv. Agency Inc., Ft. Wayne.

RICH PRODUCTS Corp., 1149 Niagara St., Buffalo, Whip Topping. Adv. Exec.: Robert E. Rich. Agency: Roizen & Rich Inc., Buffalo. Acct. Exec.: Arthur Rich.

RICHARDSON Corp., 1069 Lyell Ave., Rochester, Richardson root beer, soda fountain and ice cream fruits and syrups. Adv. Exec.: L. J. Cox. Agency: Charles L. Rumrill & Co., Rochester.

RICHARDSON & ROBBINS, Dover, Del., food products. Agency: Charles W. Hoyt Co., New York. Acct. Exec.: Winthrop Hoyt.

RICHFIELD OIL Corp., 555 S. Flower St., Los Angeles, petroleum products. Adv. Exec.: Fred Jordan. Agency: Hixson & Jorgensen Inc., Los Angeles.

RICHFIELD OIL Corp. of New York, 542 Fifth Ave., New York, gasoline, motor oil, lubricants and heating oil. Adv. Exec.: B. N. Pollak. Agency: Morey, Humm & Johnstone, New York. Acct. Exec.: L. B. Van Doren.

RICHMAN BROTHERS, 1600 E. 55th St., Cleveland, men's clothing, furnishings and hats. Adv. Exec.: Herman P. Scharf. Agency: McCann-Erickson, Cleveland. Acct. Exec.: Cloyd Schleiger. Acct. Exec.: Cloyd Schleiger.

RICHMOND-CHASE Co., San Jose, Calif., Heart's Delight and Juicidrinks juices and beverages. Agency: Brisacher, Wheeler & Staff, San Francisco.

RICH'S Inc., Broad St., S. W., Atlanta, department store.

F. AD. RICHTER & Co., 338 Berry St., Brooklyn. Pain-Expeller and 3xB. Adv. Exec.: Harry J. Stokum. Agency: Charles W. Hoyt Co., New York.

RIDD LABS. Inc., Edmonds, Wash., Ridd iodine products, fungicide and germicide, Ridd No. 1 and No. 2 Boradyne and Pet-eez. Adv. Exec.: Ralph E. Gillette. Agency: Advertising Counselors Inc., Seattle, Acct. Exec.: Mr. Abrams.

RIECH-McJUNKIN DAIRY Co., Forbes & Stevenson Sts., Pittsburgh, dairy products. Adv. Exec.: Paul Patterson. Agency: Ketchum, MacLeod & Grove Inc., Pittsburgh. Acct. Exec.: William Geisinger.

JACOB RIES BOTTLING WORKS Inc., 112 W. Third St., Shakopee, Minn., Rock Spring water and beverages. Adv. Exec.: William Ries. Agency: Erwin, Wasey & Co., Minneapolis. Acct. Exec.: William G. White.

THE RIESER Co., 119 W. 40th St., New York, Venida hair nets, bob pins, hairset, creme shampoo, hair lacquer and cleansing tissues. Adv. Exec.: Eugene F. Rieser. Agency: Ralph Harris Adv., New York.

RIT PROUCTS Corp., 1 E. 43d St., New York, Koolox brushless shaving cream. Agency: Earle Ludgin & Co., Chicago. Acct. Exec.: Vincent R. Bliss.

RITCHIE & JANVIER Inc., Bloomfield, N. J. proprietary medicines, cosmetics and pharmaceuticals. Agency: Atherton & Currier Inc., New York. Acct. Exec.: J. D. Molnar.

RITE-WAY PRODUCTS Co., 1241-49 W. Belmont Ave., Chicago, milking machines, electric water heater, washing tanks, cream separators and milk coolers. Adv. Exec.: H. W. Hoots. Agency: Proebsting-Taylor Inc., Chicago. Acct. Exec.: J. Proebsting.

P. J. RITTER Co., Quality Lane, Bridgeton, N. J., Ritter catsup, pork and beans and chili sauce relish. Agency: Lamb & Keen Inc., Philadelphia.

RITZ-CARLTON HOTEL, Broad & Walnut Sts., Philadelphia. Agency: Adrian Bauer Adv. Inc., Philadelphia.

RIVAL PACKING Co., 4500 S. Tripp Ave., Chicago, Rival dog foods (S). Adv. Exec.: Harry L. Gadau. Agency: Charles Silver & Co., Chicago. Acct. Exec.: B. R. Solomon.

ROBERTS-GORDON APPLIANCE Co., 44 Central Ave., Buffalo, conversion burners and heating equipment. Agency: Landsheft & Barber Inc., Buffalo. Acct. Exec.: H. L. Barber.

ROBERTS PAINT Corp., 515 Bryant Ave., New York, paints.

ROBILIO & CUNEO, 70 Adams Ave., Memphis, Ronco spaghetti and macaroni. Agency: Simon & Gwynn, Memphis. Acct. Exec.: Norman Gwynn.

ROBINSON AIRLINES Corp., East Hill Airport, Ithaca, N. Y., air transportation. Agency: Farquhar & Co., Utica, N. Y. Acct. Exec.: John T. Farquhar.

J. C. ROBINSON SEED Co., Waterloo, Neb., hybrid seed. Agency: E. H. Brown Adv. Agency, Chicago. Acct. Exec.: A. R. Crabb.

THE DR. WALTER O. ROBINSON COURSE, Carnegie Hall, New York, recorded course in speaking. Adv. Exec.: Leonard Golding. Agency: Gunn-Mears Adv. Corp., New York.

ROCHESTER BREWING Co., 770 Emerson St., Rochester, Old Topper ale and beer. Agency: Ed. Wolff & Assoc., Rochester. Acct. Execs.: Ed. Wolff and Alfred G. Scheible.

ROCK OF AGES Corp., Barre, Vt., Rock of Ages monuments. Adv. Exec.: Nelson P. Wright. Agency: Harold Cabot & Co., Boston. Acct. Exec.: James Summers.

ROCKAWAY'S PLAYLAND, Rockaway Beach, N. Y., amusement park. Agency: Ehrlich & Neuwirth Inc., New York. Acct. Exec.: Stanley Ehrlich.

ROCKDALE MONUMENT Co., Joliet, Ill., monuments. Agency: O'Neil, Larson & McMahon, Chicago. Acct. Exec.: Walter Zivi.

ROCKWOOD & Co., 88 Washington Ave., Brooklyn, Rockwood chocolate and cocoa products. Agency: Young & Rubicam, New York.

HARRY RODMAN Inc., 580 Fifth Ave., New York, Lonville watches. Agency: Briggs & Varley Inc., New York. Acct. Exec.: Harry Varley.

ROGERS PAINT PRODUCTS Inc., 8250 St. Aubin Ave., Detroit. Adv. Exec.: F. J. Schulte.

ROGERS PARK DRUG Co., Park Heights and Rogers Aves., Baltimore, Cal-A-Grin lotion for poison ivy and athlete's foot. Adv. Exec.: F. Harold Lewis. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: Roland Brave.

ROHM & HAAS Co., Washington Sq., Philadelphia, plastics, synthetic insecticides, fungicides, enzymes, and chemicals and synthetic resins for the leather, textiles, protective coatings, printing inks, paper, plywood, adhesives, ion exchange and other industries. Adv. Exec.: Colin C. Campbell. Agency: John Falkner Arndt & Co., Philadelphia. Acct. Exec.: R. N. D. Arndt.

I. ROKEACH & SONS Inc., 240-48 Wythe Ave., Brooklyn, grocery specialties. Adv. Exec.: Leo Rokeach. Agency: The Keilson Co., New York. Acct. Exec.: Jacob F. Keilson.

ROLLEY Inc., 182 Geary St., San Francisco, perfumes and cosmetics, sea and ski tanning cream. Adv. Exec.: Vivian De Wolfe. Agency: Buchanan & Co., San Francisco. Acct. Exec.: Ruth Brown Ward. Acct. Exec.: MacAlan Gardner.

ROMAN CLEANSER Co., 2700 E. McNichols Rd., Detroit. Adv. Exec.: Paul J. Riccardi. Agency: Gleason Adv., Detroit. Acct. Exec.: Ann I. Gleason.

ROMAN MEAL Co., 2101 S. Tacoma Way, Tacoma, Wash., Roman Meal and Spee-D-Mix pie crust and Roman Meal muffin mix. Adv. Exec.: Charles W. H. Matthaei. Agency: Guild, Bascom & Bonfigli Inc., San Francisco. Acct. Exec.: Walter Guild.

RONSON ART METAL WORKS Inc., 1 Aronson Sq., Newark, N. J., Ronson lighter and metal giftwares and Penciliter pencil and cigarette lighter. Agency: Grey Adv., New York.

RONSON ART METAL WORKS (Canada) Ltd., 290 Weston Rd., Toronto, cigarette lighters, lighter fluid, flints and wicks (N). Adv. Exec.: John Watley. Agency: Grey Adv., New York. Acct. Exec.: James S. Morgenthal.

THE ROOSEVELT, New Orleans, La. Adv. Exec.: A. J. Bourgeois. Agency: Fitzgerald Adv., New Orleans.

ROOTES MOTORS, Inc., 27-11 Bridge Plaza, No., Long Island City, Hillman Minx, Sunbeam-Talbot, Humber, Rover motor cars, Commer cans and Land Rover all purpose vehicles. Agency: Anderson & Cairns Inc., New York. Acct. Exec.: Donald McVickar.

THE E. W. ROSE Co., 1750 E. 27th St., Cleveland, Zemo liquid and ointment. Agency: Erwin, Wasey & Co., New York. Acct. Exec.: Walter W. Holt.

ROSEFIELD PACKING Co., 1916 Webster St., Alameda, Calif., Skippy peanut butter. Adv. Exec.: J. M. Rosefield. Agency: Guild Bascom & Bonfigli, San Francisco.

THE MARTIN ROSENBERGER WALL PAPER Co., 31 E. 4th St., Cincinnati, wallpaper. Agency: Ralph H. Jones Co., Cincinnati. Acct. Exec.: G. A. Honold.

ROSEVILLE POTTERY Inc., Linden Ave., Zanesville, Ohio, decorative art pottery. Agency: Mumm, Mullay & Nichols Inc., Columbus. Acct. Exec.: Georg Slater.

ROSICRUCIAN ORDER AMORC, Rosicrucian Park, San Jose, Calif., books and courses of study. Adv. Exec.: Cecil A. Poole. Agency: Richard Jorgensen Adv., San Jose, Calif.

ROSS GOULD Co., 309 N. 10th St., St. Louis, Handifax visible card index records. Agency: Ross-Gould Co., St. Louis.

EUGENE ROTHMUND Inc., 21-23 South St., Sommerville, Mass., Dutchman pork sausage and Rothmund's frankfurts. Agency: John C. Dowd Inc., Boston. Acct. Exec.: W. E. Buckingham.

ROUX DISTRIBUTING Co. Roux hair colorings and toilet preparations. Adv. Exec.: George J. DeCarlos. Agency: Dnndes & Frank Inc., New York. Acct. Exec.: Harold Dundes.

ROYAL, BARRY-CARTER MILLS Inc., 145 1st St., N., Nashville, Martha White Flour, and Good Fortune Feeds. Adv. Exec.: W. T. York. Agency: Griswold-Eshleman Co., Nashville.

ROYAL HOME PRODUCTS Inc., 1127 Richmond St., Cincinnati, Zanol. Agency: E. H. Brown Adv. Agency, Chicago.

THE ROYCE CHEMICAL Co., Carlton Ave., Carlton Hill, N. J., textile chemicals and Royox household cleaner. Agencies: O. S. Tyson & Co., New York. Acct. Exec.: Richard Morrison; Samuel Croot Co., New York (Royox).

RUBSAM & HORRMAN BREWING Co., 191 Canal St., Staten Island, N. Y., R & H beer and ale. Adv. Exec.: Robert G. Hazelton. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., New York.

RUBY FOO'S PRODUCTS Inc., 1537 Nostrand Ave., Brooklyn, chow mein, rice, noodles and soy sauce. Agency: Manhattan Adv., New York.

RUDD-MELIKIAN Inc., 1949 N. Howard St., Philadelphia, Kwik-Kafe vending machines and Kwik-Kafe frozen coffee. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Sherman Landers; Wil Roberts Adv., Philadelphia. Acct. Exec.: Wil Roberts.

RUM & MAPLE TOBACCO Corp., 100 E. 16th St., New York, Three Squires tobacco, Rum & Maple tobacco, Erin Rose tobacco, pipe tobacco. Adv. Exec.: Leonard R. Edwin. Agency: Gelles Adv., New York. Acct. Exec.: R. I. Dorfman.

THE RUMFORD Co., 9 Newman Ave., Rumford, R. I., Noctil, Rumford baking powder and Hearth Club baking powder (S). Adv. Exec.: Gordon A. Pennoyer. Agency: Kelly, Nason Inc., New York. Acct. Exec.: John McCormick.

C. H. RUNCIMAN Co., Lowell, Mich., Hallmark precooked beans. Agency: Goodking, Joice & Morgan Inc., Chicago. Acct. Exec.: Henry Nathan.

GEORGE H. RUNDLE Co., Caldwell, Piqua, Ohio, Porter's proprietary medicines. Agency: Don Kemper Co., Dayton, Ohio. Acct. Exec.: James L. Grubb.

JACOB RUPPERT BREWERY, 1639 3d Ave., New York, beer and ale. Adv. Exec.: J. J. Taylor. Agencies: The Biow Co., New York. Acct. Exec.: Lawrence D. Milligan; National Export Adv. Service Inc., New York.

RUSHMORE PAPER MILLS Inc., Prospect St., Gouverneur, N. Y., Vanity Fair DeLuxe facial tissue, bathroom tissue and napkins, Protex tissue and Blue Ribbon napkins. Agency: Paris & Peart, New York. Acct. Exec.: William Byrne.

THE F. C. RUSSELL Co., 1100 Chester Ave., Cleveland, all-metal awnings, combination screen and storm sash and combination doors (S). Adv. Exec.: Paul C. McCormick. Agency: Gibbons-O'Neill Inc., Cleveland. Acct. Exec.: John A. O'Neill.

RUSSELL-MILLER MILLING Co., Midland Bank Bldg., Minneapolis, Occident and American Beauty flours and prepared mixes and Occident feeds. Adv. Exec.: J. F. Near. Agency: Olmstead & Foley, Minneapolis.

RUST CRAFT Pub. Co., 100 Washington St., Boston, Mass., greeting cards. Agency: Grey Adv., New York.

RUST MASTER CHEMICAL Co., 56 Creighton St., Cambridge, Mass., Rust Master radiator rust preventative. Sludg Master chemical motor tune-up and desludger, Leak Master improved patented radiator stop-leak and Carb-Master carburetor cleaner. Agency: Cory Snow Inc., Boston, Mass.

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SM FOOD PRODUCTS Co., 7565 Melrose Ave., Los Angeles, S-M butter flavor french dressing, Uncle Fetch boysenberry syrup and Life soft drink. Agency: Yambert-Prochnow, Inc., Beverly Hills. Acct. Exec.: Ray Prochnow.

THE S.O.S. Co., 6201 W. 65th St., Chicago, S.O.S. cleaner of aluminum and all kitchenware. Agency: McCann-Erickson, Inc., San Francisco.

S & W FINE FOODS, Inc., 155 Berry St., San Francisco, S & W coffee, canned goods, seafood and dried fruits. Agency: Foote, Cone & Belding, San Francisco.

SACHS QUALITY STORES Inc., 330 Bruckner Blvd., New York, department stores (S). Adv. Exec.: Seymore Fogelson. Agency: William Warren, Jackson & Delaney, New York. Acct. Exec.: Harry Solow.

SAFEWAY SKYCOACH AIRLINES AGENCY Inc., 90 Tremont St., Boston, air travel. Agency: White, Berk & Barnes Adv., New York. Acct. Exec.: Jack Barnes.

SAFEWAY STORES Inc., 4th & Jackson Sts., Oakland, food stores. Adv. Exec.: Robert B. Lewis. Agencies: J. Walter Thompson Co., San Francisco (Lucerne milk, Suzanna pancake mix, Fleet mix for biscuits, Safeway meat service, produce service and farm publications); Foote, Cone & Belding, San Francisco (Duchess salad dressing, Nu Made mayonnaise, Lunch Box sandwich spread, Jell-Well desserts, Sno White salt and Skylark Bread); McCann-Erickson, San Francisco (Royal Satin shortening, Keen shortening, Cragmont beverages, Sunnybank margarine); McCann-Erickson, Los Angeles (Fluff-i-est marshmallows and Roxbury candies); Cosby & Cooper, San Francisco (Beverly peanut butter, Sleepy Hollow syrup, Montrose butter, Springhouse butter and Mayday salad oil); Ruthrauff & Ryan, San Francisco (Dutch Mill cheese, Sugar Belle peas, Edwards coffee, Busy Baker, Pirates Gold Graham, Tea Timers crackers, Canterbury tea, Lac-Mix dry milk powder); M. E. Harlan Adv., San Francisco (Nob Hill coffee, Full O'Gold orange juice, Town House grapefruit juice, Crown Colony spices and extracts and Somerset sausage); J. Walter Thompson Co., Chicago (Kitchen Craft flour); Buchanan & Co., San Francisco (Sunny Dawn tomato juice and Lalani pineapple); Honig-Cooper Co., San Francisco (Airway coffee); Erwin, Wasey & Co., Los Angeles (Parade detergent, Rik-Rak cleanser, White Magic bleach and Fauntleroy Liquid Starch); Knox Reeves Adv., Minneapolis (White Magic soap).

SAGE LABS, Inc., 53-57 W. 36th St., New York. air refresher, bleach and starch (N) (S). Adv. Exec.: Michael Gelfand. Agency: Paris & Peart, New York.

A SAGNER'S SON Inc., Sagner Bldg., Baltimore, Northcool and Northweave suits and Stallion men's clothes. Agency: I. A. Goldman & Co., Baltimore. Acct. Exec.: I. A. Goldman.

ST. GEORGE HOTEL, 51 Clark St., Brooklyn. Adv. Exec.: James Klarnet. Agency: E. T. Howard Co., Inc., New York. Acct. Exec.: Arthur L. Lippman.

ST. LOUIS FOODS, Inc., 8144 Olive St., St. Louis, Bonnee buttered beef steaks. Agency: Westheimer & Block, St. Louis.

ST. LOUIS GLOBE-DEMOCRAT, 1133 Franklin St., St. Louis. Adv. Exec.: C. C. Callihan. Agency: D'Arcy Adv. Co., Inc., St. Louis. Acct. Exec.: W. Armbruster.

ST. LOUIS INDEPENDENT PACKING Co., 824 S. Vanderventer St., St. Louis, Mayrose meat products. Adv. Exec.: E. Rutledge. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: J. J. Horan.

ST. MARY'S PACKING Co., Inc., Sidney, O., Duncan Hines canned goods. Agency: Kircher, Helton & Collett, Inc., Dayton.

SALES AFFILIATES Inc., 192 Lexington Ave., New York, Zots Wavelock, Zotos Fluidwave, Jama Lotion-Wave; machineless permanent wave supplies: Zotos, Jamal, Vaper Marcel, Lustron cold waving supplies: Imperial, Elite, Hi-Speed, and Cremette lotions, Golden Normalizer, cream shampoo and cream rinse. Hair coloring products: Inecto, Loxol and Notoxide and cosmetics. Agency: Getscha & Richard Inc., New York.

SAN ANTONIO BREWING Assn., Box 1661, San Antonio, Pearl beer. Agency: Pitluk Adv. Co., San Antonio. Acct. Exec.: Jack N. Pitluk.

SAN ANTONIO DRUG Co., St. Mary's & Market Sts., San Antonio, Cert-O-Fied RX drugs and chemicals, Fidelity household specialties, Olumpian toilet preparations, Heyers (medicated) prickly heat powder, Thyborine and San Anco products. Agency: Pitluk Adv. Co., San Antonio.

SAN FRANCISCO CALL-BULLETIN, 860 Howard St., San Francisco, newspaper. Adv. Exec.: R. L. Litchfield.

SAN FRANCISCO CHRONICLE, 5th & Mission Sts., San Francisco. Agency: J. Walter Thompson Co., San Francisco.

SAN FRANCISCO EXAMINER, Market & 3d Sts., San Francisco, newspaper.

SAN GABRIEL CHAMBER OF COMMERCE, 320 S. Mission Dr., San Gabriel, Calif., promotional advertising. Agency: Walter Mario Adv., Pasadena, Calif.

THE SAN HYGENE FURNITURE Mfg. Co., 680 Miami St., Akron, Ohio, upholstered furniture and mattresses. Agency: McDaniel-Fisher & Spelman Co., Akron. Acct. Exec.: William Sexauer.

SANDS, TAYLOR & WOOD Co., 28 Fitchburgh St., Somerville, Mass., King Arthur flour, coffee and tea. Adv. Exec.: W. E. Sands. Agency: Chambers & Wiswell Inc., Boston. Acct. Exec.: G. J. Chambers.

SANGER BROS., Main & Lamar Sts., Dallas, department store. Adv. Exec.: F. T. Johnson.

SANNA DAIRIES Inc., 122 W. Main St., Madison, Sanalac dry milk solids. Agencies: Arthur Towell Inc., 122 W. Madison. Badger & Browning & Hersey Inc., New York.

SANSON HOSIERY MILLS Inc., 350 Fifth Ave., New York, women's full fashioned nylon stockings. Agency: Dorland Adv. Ltd., New York. Acct. Exec.: Atherton Pettingell.

SANTA CLARA PACKING Co., San Jose, Glorietta fruits, fruit nectars, to-

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DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

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mato juice and tomato aspic. Agency: Long Adv. Service, San Jose.

SANTA FE VINTAGE Co., 1700 N. Spring St., Los Angeles, Santa Fe wines. Adv. Exec.: Thomas Doolittle. Agency: Hixson & Jorgenson Inc., Los Angeles.

SAPO ELIXIR CHEMICAL Co., 800 E. Big Bend Rd., Kirkwood, St. Louis, Sapo Elixir dry cleaner. Agency: Wesley K. Nash Co., St. Louis.

SAPOLIN PAINTS Inc., 229 E. 42d St., New York, Sapolin paints, enamels and varnishes. Adv. Exec.: W. B. Hanft. Agency: Hicks & Griest Inc., New York. Acct. Exec.: C. Halverson.

SAPOLIO PRODUCTS Inc., 439 West St., New York, Sapolio, Sapolio powder, Sapolio toilet soap and Ammo washing powder. Agency: Irwin Vladimir & Co., New York.

SARATOGA SPRINGS AUTHORITY, State Reservation, Saratoga Springs, N. Y., bottled mineral waters and treatments (S). Adv. Exec.: Leon M. Woodworth. Agency: Moser & Cotins, Utica, N. Y.

SARDEAU Inc., 522 Fifth Ave., New York, Suspicion perfume. Agency: Wexton Co., New York.

SARGENT & Co., 1850 E. Euclid Ave., Des Moines, livestock and poultry feeds and minerals. Agency: Fairall & Co., Des Moines.

A. SARTORIUS & Co., College Point, N. Y., Helen Neushaefer nail polish, manicure brush and lipstick brush, E-Z Hair Remover Glove, Helen Neushaefer lipstick, Plasteen nail make-up, Switsh polish remover, iridescent nail polish. Adv. Exec.: H. Neushaefer. Agency: Reiss Adv., New York. Acct. Exec.: Joseph Reiss.

A. SAUER & Co., 329 E. 8th St., Cincinnati, Konite watch straps. Agency: Joseph Adv. Agency, Cincinnati. Acct. Exec.: Jesse M. Joseph.

SAU-SEA FOODS, 229 S. Waverly St., Yonkers, N. Y., shrimp cocktail, cocktail sauce, cooked, peeled, cleaned and de-veined frozen shrimp. Agency: Kastor, Farrell, Chesley & Clifford Inc., New York.

THE SAVOGRAN Co., 25 Huntington Ave., Boston, Savogran crack filler, heavy duty cleaner, remover and bleacher, wood putty, paint brush cleaner, wax remover, Strypeeze paint and varnish remover, Cirtex no rinse paint cleaner. KwiKeeze paint brush cleaner, Savablaze non-inflammable paint remover and Kutzit liquid paint remover. Adv. Exec.: C. H. Frankenberg. Agency: Hoag & Provandie Inc., Boston. Acct. Exec.: G. W. Craigie.

SAWYER BISCUIT Co., 1041 W. Harrison St., Chicago, biscuits and crackers. Agencies: Geo. H. Hartman Co., Chicago. Acct. Exec.: Edwin Cahn; The L. W. Ramsey Co., Chicago.

SAYMAN PRODUCTS Co., 2101 Locust St., St. Louis, Sayman vegetable wonder soap, Sayman salve, Sayman liniment, household and toilet articles. Adv. Exec.: A. E. Gribler. Agency: Olian Adv. Co., St. Louis. Acct. Exec.: H. A. Thomas.

THE F. & M. SCHAEFER BREWING Co., 430 Kent Ave., Brooklyn, Schaefer golden and Schaefer pale dry beer. Adv. Exec.: John Nemesh. Agency: BBDO, New York. Acct. Exec.: John Johns.

WALTER S. SCHELL Inc., 10th & Market Sts., Harrisburg, Pa., vegetable seeds and flower seeds. Adv. Exec.: Walter S. Schell.

SCHIEFFELIN & Co., 16-30 Cooper Sq., New York, Crown Lavender smelling salts, Pears facial soap and Almay cosmetics. Adv. Exec.: Robert H. Spencer. Agency: Cowan & Dengler Inc., New York. Acct. Exec.: Margaret Halligan.

A. SCHILLING & Co., 2d & Folson St., San Francisco, tea, coffee, spices, seasoning salts and extracts. Agency: Beaumont & Hohman Inc., San Francisco.

SCHINE HOTEL Co., 445 Park Ave., New York. Agencies: Hilton & Riggo Inc., New York. Acct. Exec.: Jim Williamson; Joseph Norman Kaplan Assoc., Miami Beach; Swafford & Co., Los Angeles.

JOS SCHLITZ BREWING Co., 235 W. Galena St., Milwaukee, Schlitz beer Agencies: Leo Burnett Co., Chicago; Lennen & Mitchell Inc., New York; Irwin Vladimir & Co., New York.

MRS. SCHLORER'S Inc., Scotts Lane, Philadelphia, Mrs. Schlorer's mayonnaise. Agency: Lavenson Bureau of Adv., Philadelphia. Acct. Exec.: Miss J. Rosenberg.

SCHLOTTERBECK & FOSS Co., 117 Preble St., Portland, Foss pure flavoring extracts and food colors and Roderic cough balsam. Adv. Exec.: H. R. Howard. Agency: Sutherland-Abbott, Boston.

THE WM. SCHLUDERBERG, T. J. KURDLE Co., 3800 E. Baltimore St., Baltimore, Esskay Quality meat products, Southern Rose shortening. Adv. Exec.: O. B. Smith. Agency: Van Sant, Dugdale & Co., Baltimore. Acct. Exec.: Henry Erck.

C. SCHMIDT & SONS Inc., 127 Edward St., Philadelphia, Schmidt's beer and Schmidt's Tiger Head brand ale. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: James C. Gibson.

JACOB SCHMIDT BREWING Co., 882 W. 7th St., St. Paul, Schmidt's City Club beer. Adv. Exec.: Noel Crouch. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: Jim Rahdes.

SCHNEIDER-LORSCHEIDER Co., Waukesha, Wis., Big Stinky outdoor fly trap. Adv. Exec.: Ray J. Schneider. Agency: Barnes Adv. Agency Inc., Milwaukee.

CAROLYN SCHNURER Inc., 87 Ferry St., Jersey City, Carolyn Schnurer ladies sportswear. Agency: Sterling Adv., New York. Acct. Exec.: Joel Kaplan.

S. A. SCHONBRUNN & Co., 77 Water St., New York, Savarin coffee and Medaglia D'Oro demitasse coffee (S). Adv. Exec.: John E. Mazzei. Agencies: L. C. Gumbinner Adv., New York. Acct. Exec.: Milton Goodman; F. Pettinella Adv., New York: F. Pettinella.

SCHREIBER Mills Inc., 8th & Mitchell Sts., St. Joseph, Sweet Lassy cattle feed, Lassy hog and poultry feed, and Lassy dog food. Adv. Exec.: Allen Schreiber. Agency: Buchanan-Thomas Adv., Omaha. Acct. Exec.: R. A. Behr.

HOTEL SCHROEDER, 509 W. Wisconsin Ave., Milwaukee.

SCHULER FOODS Inc., 64 Chester St., Rochester, potato chips, pretzels, cheese corn sticks and cheesecorn. Adv. Exec.: W. C. Fuehrer. Agency: Hutchins Adv. Co., Rochester.

D. A. SCHULTE Inc., 386 Broadway, New York, smokers articles and fashions. Agency: Ted Deglin & Assocs., New York. Acct. Exec.: Ted Deglin.

SCHULTZ, BAUJAN & Co., Beardstown, Ill., Gloria, Critic, Sweet Clover flour and bakery flour and Critic feeds. Agency. Mace Adv. Inc., Peoria, Ill. Acct. Exec.: J. J. Keith.

F. SCHUMACHER & Co., 60 W. 40th St., New York, decorative drapery and upholstery fabrics, carpets and wallpapers. Adv. Exec.: W. N. Lee. Agency: Lawrence Kane Inc., New York.

SCHUNEMAN'S Inc., 6th & Wabash Sts., St. Paul, department store. Adv. Exec.: Dorothy Kernan. Agency: David Inc., St. Paul. Acct. Exec.: Quentin David.

ED SCHUSTER & Co., N. 3d & W. Garfield Ave., Milwaukee, department stores. Adv. Exec.: Edward Styles. Agency: The Cramer-Krasselt Co., Milwaukee. Acct. Exec.: Roger LeGrand.

SCHUTTER CANDY Div. Universal Match Corp., 1501 Locust St., St. Louis, Old Nick and Bit-O-Honey candy bars. Adv. Exec.: John Feinstein. Agencies: Schwimmer & Scott, Inc., Chicago; Westheimer & Block, St. Louis; Kaplan & Bruck, New York.

A. S. SCHWAHN & Co., 603 3d St., Eau Claire, Wis., sausage and meat specialties. Adv. Exec.: G. Henry Ottery. Agency: C. Wendell Muench & Co., Chicago. Acct. Exec.: Weldon O. Yocum.

SCHWOB Mfg. Co., 945 Broadway St., Columbus, Ga., men's clothing and chain retail stores. Adv. Exec.: F. S. Anderson. Agency: Tucker Wayne & Co., Atlanta. Acct. Exec.: J. D. Muse.

THE SCOTT & FETZER Co., 11401 Locust Ave., Cleveland, Kirby vacuum cleaners. Adv. Exec.: Arthur F. Greene. Agency: Carr Liggett Adv. Inc., Cleveland.

SCRIBBLES Inc., Lafayette, La., Sribbes dolls. Adv. Exec.: Leon Rednor.

SCRIPTO Inc., 423 Houston St., N. E., Atlanta, Scripto pens, pencils leads and erasers. Agency: Donahue & Coe Inc., Atlanta.

SCRUGGS-VANDERVOORT-BARNEY Inc., 9th & Olive Sts., St. Louis, department store. Agencies: Anderson & Cairns Inc., New York. Acct. Exec.: Karl Knipe; Abbott Kimball Co., New York.

SCUDDER FOOD PRODUCTS, 771 W. Garvey St., Monterey Park, Los Angeles, peanut butter, toasted nuts and potato chips and mayonnaise. Adv. Exec.: Laura C. Scudder. Agency: Rockett-Lauritzen Adv., Los Angeles.

WM. S. SCULL Co., Front & Federal Sts., Camden, Boscul coffee, tea, peanut butter and party peanuts. Adv. Exec.: Donald L. Peterson. Agency: Lamb & Keen, Philadelphia. Acct. Exec.: Kennard Keen.

SEABOARD AIR LINE RAILROAD, Seaboard Air Line Railroad Bldg., Norfolk, Va., transportation. Agency: The Caples Co., New York. Acct. Exec.: G. Kaiser.

SEABOARD FINANCE Co., 945 S. Flower St., Los Angeles, finance business. Agency: Smith & Bull, Hollywood. Acct. Exec.: Mel Roach.

SEABOARD SEED Co., 701 S. Front St., Philadelphia, Hormo Lawn Grass seed and Patriot Brand Farm seed. Agency: Leonard F. Fellman & Assoc., Philadelphia. Acct. Exec.: John Jacobson.

SEA BREEZE LABS., 122 Meyran Ave., Pittsburgh, Pa., ant antiseptic (S). Adv. Exec.: John H. Wellsbrod. Agency: BBDO, Pittsburgh.

SEABROOK FARMS Co., Bridgeton, N. J., frozen foods. Agency: Hilton & Riggio Inc., New York. Acct. Exec.: L. J. Riggio.

SEAGEE Co., 2 Allen St., New York, novelties (mail order). Agency: The Artwill Co., New York.

SEALY Inc., 666 Lake Shore Drive, Chicago, Sealy mattresses, studio couches, divans, soft-beds, box springs, bed springs and chairs. Adv. Exec.: J. R. Lawrence. Agency: Olian Adv., Chicago. Acct. Exec.: Jerome Joss.

SEAPAK Corp., Box 366, St. Simons Island, Ga., quick frozen seafood. Agency: Gordon Baird Assoc., Inc., New York.

SEASIDE OIL Co., 330 State St., Santa Barbara, Silver Gull gasoline, Silverol motor oil and Seaside ethyl gasoline. Adv. Exec.: G. B. Tucker. Agency: McCarty Co., Los Angeles. Acct. Exec.: H. E. Cassidy.

SEATTLE FIRST NATIONAL BANK, 2d Ave. & Cherry St., Seattle, bank statement. Adv. Exec.: Gus Asplund Jr. Agency: Pacific National Adv., Seattle. Acct. Exec.: H. O. Stone. Acct. Exec.: W. H. Horsley.

SEATTLE POST-INTELLIGENCER, 6th & Pine Sts., Seattle, newspaper. Adv. Exec.: A. L. Brock. Agency: Western Agency Inc., Seattle.

SECURITY FOOD Co., 521 S. 3d St., Minneapolis, calf food. Adv. Exec.: M. M. Quesnoy.

SECURITY MILLS Inc., Knoxville, Tenn., poultry and livestock feeds and Security dog food. Adv. Exec.: L. R. Rogers. Agencies: Simmonds & Simmonds Inc., Chicago. Acct. Exec.: Phil Tobias (poultry and live stock feeds); Liller, Neal & Battle Adv. Agency, Atlanta.

SEECK & KADE Inc., 440 Washington St., New York, Pertussin. Agencies: Erwin, Wasey & Co., New York. Acct. Exec.: Walter Holt. Canadian Adv. Agency Ltd., Montreal.

SEEMAN BROTHERS INC., 121 Hudson St., New York, White Rose tea and grocery specialties, Pique Kitchen Magic and Flava-Bake flavoring and Air-Wick household air purifier. Agencies: J. D. Tarcher & Co., New York. Acct. Exec.: E. Ridley (White Rose tea, Pique and Flava-Bake); William H. Weintraub & Co., New York (Air-Wick).

SEGAL SAFETY RAZOR Div. Segal Lock & Hardware Co., 395 Broadway, New York, Segal one-piece razors and Segal double edge blades. Adv. Exec.: Alfred Chase. Agency: Cayton Inc., New York.

SEGO MILK PRODUCTS Co., 159 W. 1st South St., Salt Lake City, Sego milk and Pet milk. Adv. Execs.: A. N. Nelson and Wm. M. Harsha. Agency: Gillham Adv. Inc., Salt Lake City.

SEIBERLING RUBBER Co., Akron, Ohio, Seiberling tires, tubes, heels, soles and mats. Agency: Meldrum & Fewsmith, Cleveland. Acct. Exec.: E. T. Morris. Acct. Exec.: A. Meldrum.

SELL'S SPECIALTIES Inc., 730 Fifth Ave., New York, Sell's liver pate and other meat and poultry specialties. Agency: Dowd, Redfield & Johnstone Inc., New York.

R. B. SEMLER Inc., 70 Elm St., New Canaan, Conn., Kreml hair tonic, Kreml shampoo and Kreml kreme dressing. Agencies: Monrie F. Dreher Inc., New York; Erwin, Wasey & Co. Ltd., Toronto. Acct. Exec.: Frank Thomas.

SERTA Assoc. Inc., 666 Lake Shore Drive, Chicago, mattresses, couches and box springs. Agency: A. Martin Rothbardt Inc., Chicago.

SERUTAN Co., 290 Jelliffe Ave., Newark, Serutan. Agencies: Franklin Bruck Adv. Corp., New York. Acct. Exec.: Franklin Bruck; Street & Finney Inc., New York.

SERVEL, Inc., Evansville, Ind. Adv. Exec.: Robert M. Stevens. Agencies: Hicks & Greist, New York. Acct. Exec.: C. M. Halverson; (refrigerators, water heaters, air conditioners and deep freezers (S)); Ross Roy Inc., Detroit. Acct. Exec.: H. A. Houston ("All-Year" air conditioning. (S))

THE SERVICE LIFE INSURANCE Co., 1904 Farnam St., Omaha, life insurance and accident insurance. Adv. Exec.: Harold P. Farber. Agency: E. H. Brown Adv. Agency, Chicago.

SESSIONS Co., Enterprise, Ala., Sessions peanut oil and peanut butter. Agency: Liller, Neal & Battle Adv., Atlanta.

SEVENTEEN COSMETICS, Milton Rd., Rye, N. Y., Seventeen Cosmetics. Agency: BBDO, New York. Acct. Exec.: Ken Hurd.

THE SHALER Co., Waupun, Wis., Shaler tire and tube vulcanizers, Hot Patches, Shaler-Rislone oil alloy, Ri dry lubricant, Karbout concentrated motor gum solvent and NoKrust penetrating oil. Agency: Hoffman & York Inc., Milwaukee, Wis.

THE SHAMROCK, Houston, Tex. Agency: Wilkinson-Schiwetz & Tips Inc., Houston. Acct. Exec.: Kern Tips.

SHARNAY HOSIERY MILLS Inc., 49 N. 3d St., Philadelphia, Sharney nylon hosiery. Agency: Helen P. Goodwin Adv., Philadelphia.

THE SHASTA WATER Co., 1555 Bancroft St., San Francisco, Shasta water and beverages. Agency: Knox Reeves Adv., Los Angeles.

SHAWMUT DAIRY Inc., 155 Addison St., Boston, Delby's table cream and egg nog. Adv. Exec.: Eugene Del Beanco Jr. Agency: Copley Adv., Boston. Acct. Exec.: A. J. Cusschara.

W. A. SHEAFFER PEN Co., 311 Ave. H; Ft. Madison, Iowa. Sheaffer white dot pens, desk sets, Fineline pencils, ballpoints and leads, Skrip, Triumph and Stratowriters and Safeguard. Adv. Exec.: Karl F. Dinnauer. Agencies: Russel M Seeds Co., Chicago. Acct. Execs.: George Bayard and Harry M. Maus; R. C. Smith & Son Ltd., Toronto.

SHEDD-BARTUSH FOODS Inc., 14401 Bester Blvd., Detroit, Keyko margarine, Shedd's old style sauce, Shedd's Ezy French Dressing, Shedd's Lady Betty thousand island dressing, mayonnaise salad dressing, sandwich spread, Shedd's corn muffin mix, Lady Betty prune juice and cucumber wafers. Agency: Ralph W. Sharp & Assocs., Detroit. Acct. Exec.: R. W. Sharp.

H. M. SHEER Co., 4th & Payson Sts., Quincy, Sol-Hot brooders and poultry equipment. Adv. Exec.: R. F. Vollbracht. Agency: Kane Adv., Bloomington, Ill. Acct. Exec.: E. Kane.

SHEFFIELD FARMS Co., 524 W. 57th St., New York, dairy products. Agency: N. W. Ayer & Son Inc., Philadelphia.

SHELL CHEMICAL Corp., 50 W. 50th St., New York, chemicals derived from petroleum. Agency: J. Walter Thompson Co., New York. Acct. Exec.: W. H. O'Connell.

SHELL OIL Co., 50 W. 50th St., New York, Shell premium gasoline, Golden Shell motor oil. Shell X-100 motor oil, Shell specialties, Shell lubricants, fuel oils, industrial lubricants, oils and greases, Colas asphalts and asphalt emulsions, road oils, diesel fuels and lubricants, technical products, aviation products, chemical products and al petroleum products. Adv. Exec.: D. C Marschner. Agency: J. Walter Thompson Co., New York. Acct. Exec.: W. I Wright.

SHELL OIL Co., 100 Bush St., San Francisco, gasoline, motor oil and other petroleum products. Adv. Exec.: E. I Raphael. Agency: J. Walter Thompson Co., San Francisco. Acct. Exec.: R. A Mott.

SHERATON Corp. of America. 1 Court St., Boston, hotels and commercial buildings. Agency: BBDO, Boston Acct. Exec.: Francis W. Hatch.

SHERATON-GIBSON HOTEL, 5th & Walnut Sts., Cincinnati. Agency: Associated Adv. Inc., Cincinnati. Acct. Exec.: Sam M. Levy.

SHERIDAN BREWING Co., Sheridan Wyo., beer. Adv. Exec.: Robert E Rogers. Agency: Curt Freiberger & Co., Denver. Acct. Exec.: Curt Freiberger.

SHERIDAN PRODUCTS Inc., 1236 13th St., Racine, Wis., pneumatic rifles and accessories. Agency: Western Adv., Racine, Wis. Acct. Exec.: Gordon Griffin

SHERMAN, CLAY & Co., Sutter & Kearny Sts., San Francisco, pianos and musical instruments. Adv. Exec.: Catherine Bancroft. Agency: Goldthwaite Smith, San Francisco. Acct. Exec Elmire Goldthwaite.

HOTEL SHERMAN, Clark & Randolph Sts., Chicago, hotel. Agency: Hamilton Adv. Agency, Chicago.

SHERRIL FURNITURE Corp., 201 E. 56th St., New York, fine period and modern furniture. Adv. Exec.: E. Richard Sherrill. Agency: Jamian Adv. & Pub. Inc., New York.

THE SHERRY FRONTENAC HOTEL, On the Ocean at 65th St., Miami Beach, hotel. Agency: Advertising Trade Service Inc., Miami Beach. Acct. Exec.: Charles Friedlander.

LOUIS SHERRY Inc., 30-30 Northern Blvd., Long Island City, candy and ice cream.

DR. SHIFFER LABS., Inc., 792 The Arcade, Cleveland, Dr. Shiffer's shampoo and hair and scalp conditioner, Pomerio 18, disinfectant, fungicide and deodorant. Agency: Gregory & House Inc., Cleveland.

SHIFMAN BROS., 1 Mott St., Newark, N. J., Sanotuft mattress. Agency: Lewis Adv. Agency, Newark, N. J.

SHILLITOS DEPARTMENT STORE, 7th & Race & Shillito Pl., Cincinnati, department store. Adv. Exec.: John O'Malley.

SHIPMAN BROS. & Co., 234 W. 39th St., New York, Miracle diamond rings.

SHIRRIFF'S Ltd., 2-24 Matilda St., Toronto, Bud desserts, tapioca pudding, cake and ginger bread mix (S). Adv. Exec.: John Whitehead. Agency: Cockfield Brown, Toronto. Acct. Exec.: O. Kolkka.

THOMAS SHIRT Inc., 224 E. 11th St., Los Angeles, men's shirts. Agency: Abbott Kimball Co., Los Angeles.

SHOE Corp. of America, 35 N. 4th St., Columbus, Ohio, Madison Square shoes, Blue Bird shoes, Friskies, Sport Pals, Lazy Pals and Cozy Toes, Monte Carlo Dancing Shoes, Yorkshirt, Dreamstep, Happy Tots, Corrective Step, Arch Flight, Polar Bear, Biki-Ez and Clowne. Adv. Exec.: Arthur Taylor. Agency: Herbert W. Frank Adv. Agency Inc., Boston.

THE SHONTEX Co., 1556 20th St., Santa Monica, Shontex conditioning formula and Shontex castile and creme shampoo. Agency: Mayers Co., Los Angeles.

SHRIRO WATCH Inc., 11 W. 42d St., New York, Sandoz (Swiss watches). Agency: Gramercy Adv. Co., New York. Acct. Exec.: Maurice M. Goldberger.

SHULTON Inc., 630 Fifth Ave., New York, Old Spice for Men (S). Adv. Exec.: Maxine Rowland. Agency: Wesley Assoc., New York. Acct. Exec.: L. G. Wesley.

SHUPTRINE Co., P. O. Box 644, Savannah, Tetterine. Agency: Harvey-Massengale Co., Atlanta.

SHWAYDER BROS., 1050 S. Broadway, Denver, Samsonite luggage, Samson folding tables and folding chairs. Agencies: Grey Adv., New York. Acct. Exec.: Ed Richer; Maxon Inc., Detroit.

SICKS' SEATTLE BREWING & MALTING Co., 3100 Airport Way, Seattle, malt beverages. Adv. Exec.: J. E. Hilliker. Agency: Miller & Co., Seattle. Acct. Exec.: James R. Miller.

SIEBRING Mfg. Co., George, Iowa, farm machinery. Agencies: Melamed-Hobbs Inc., Minneapolis; Atlas Adv., Sioux City, Iowa.

SIEDLITZ PAINT & VARNISH Co., 18th & Garfield Sts., Kansas City, paints, varnishes and enamels. Adv. Exec.: Jack W. Jennings. Agency: Carter Adv. Agency, Kansas City. Acct. Exec.: W. G. Rowe.

SIEGLER ENAMEL RANGE Co. Wilson Ave., Centralia, Ill., oil and gas burning space heaters. Adv. Exec.: Norman E. Grandt. Agency: Krupnick & Assocs., Inc., St. Louis. Acct. Exec.: Harvey Brown.

SIELOFF PACKING Co., 4328 Sacramento St., St. Louis, Honey-Dew meat products.

SIERRA CANDY Co., 2201 3d St., San Francisco, packaged candies. Agency: Robert B. Young Adv. Agency, San Francisco.

SIGNAL OIL Co., 811 W. 7th St., Los Angeles, Signal gasoline. Adv. Exec.: H. E. Ransford. Agency: Barton A. Stebbins Adv., Los Angeles. Acct. Exec.: A. W. Gudelman.

SILBAUGH Mfg. Co., Humbolt, Iowa, hydraulic loader, corn stalk cutter. Adv. Exec.: Clare Donanhue. Agency: Lessing Adv. Co., Des Moines.

SILHOUETTE Inc., 1811 Delmar St., St. Louis, personalized girl stationery. Agency: O'Neil, Larson & McMahon, Chicago.

SILKIN PAPER Div., 343 Sansome St., San Francisco, Silk brand toilet tissue, waxed paper and other paper products. Agency: Botsford, Constantine & Gardner, San Francisco. Acct. Exec.: David Botsford Jr.

SILVER SKILLET BRANDS Inc., Skokie, Ill., Silver Skillet corned beef hash and chili con carne. Agency: Frederick Asher Inc., Chicago.

SIMMONS Co., 230 Park Ave., New York, Beautyrest, Deepsleep, metal furniture, studio couches, cribs and beds, Baby Beauty crib mattress and Hide A Bed sofas. Agency: Young & Rubicam, New York. Acct. Exec.: Gardiner Layng.

FRANKLIN SIMON, 414 Fifth Ave., New York, wearing apparel. Agency: Hirshon-Garfield Inc., New York.

SIMON & MOGILNER Co., Lindeke Bldg., St. Paul, children's wear. Adv. Exec.: I. E. Simon. Agency: Bozell & Jacobs Inc., Minneapolis. Acct. Exec.: Lloyd Dorg.

SIMON AND SCHUSTER Inc., 630 Fifth Ave., New York, books. Agencies: Sussman & Sugar Inc., New York; Schwab & Beatty Inc., New York.

THE WILLIAM SIMON BREWERY, 705 Clinton St., Buffalo, Simon Pure beer and Old Abbey ale. Agency: Baldwin, Bowers & Strachan, Buffalo.

C. F. SIMONIN'S SONS Inc., Belgrade & Tioga Sts., Philadelphia, Seazo popcorn oil seasoning. Agency: Adrian Bauer Adv. Agency, Philadelphia. Acct. Exec.: Alan R. Tripp.

SIMPLEX Mfg. Corp., 540 N. Carrolton Ave., New Orleans, motor-bikes, bicycles, power lawn mowers, stationary gasoline engines and three wheel motorcycles. Agency: Stone-Stevens Inc., New Orleans.

SINCLAIR REFINING Co., 600 Fifth Ave., New York, Sinclair petroleum products. Adv. Exec.: James J. Delaney. Agency: Morey, Humm & Johnstone Inc., New York. Acct. Exec.: Sylvester M. Morey.

SIOUX CITY BREWING Co., W. 1st & Isabella Sts., Sioux City, Iowa, Heidel-Brau beer. Adv. Exec.: J. E. Miller. Agency: Atlas Adv. Agency, Sioux City. Acct. Exec.: Milton Boistein.

SIOUX STEEL Co., Sioux Falls, S. D., grain bins, corn cribs and galvanized barnyard equipment. Adv. Exec.: Max L. Rysdon. Agency: Lessing Adv. Co., Des Moines.

JAMES B. SIPE & Co., Vanadium Rd., Pittsburgh, paint and varnish. Adv. Exec.: C. J. Bauer Jr. Agency: James A. Stewart Co., Carnegie, Pa. Acct. Exec.: H. A. McCoy.

HOTEL SIR FRANCIS DRAKE, Sutter & Powell Sts., San Francisco. Agency: Botsford-Constantine & Gardner, San Francisco.

SIROIL LABS Inc., 2034 Broadway, Santa Monica, Siroil for blemishes, Exoil for eczema, Siroil Shampoo. Agency: Stockwell & Marcuse, Detroit.

SKELLY OIL Co., 605 W. 47th St., Kansas City, Mo., petroleum and liquid petroleum gas (N) (S). Adv. Exec.: Don Barton. Agency: Henri, Hurst & McDonald, Chicago. Acct. Exec.: Dan Foster.

SKINNER Mfg. Co. 14th & Jackson Sts., Omaha. Skinner's macaroni products, Raisin-Bran and Raisin-Wheat. Agency: Bozell & Jacobs Inc., Omaha. Acct. Exec.: Clete Haney.

SLEEP-EZE Co., 1067 E. Anaheim St., Long Beach, Calif., non-habit-forming sedative. Agency: Erwin, Wasey & Co., Los Angeles. Acct. Exec.: James L. Fallon.

SLUMBER PRODUCTS Corp., Box 2847, Memphis, Restonic-Triple-Cushion mattresses. Adv. Exec.: E. C. Haas. Agency: Simon & Gwynn, Memphis.

EDWARD SMALL PRODUCTIONS Inc., 1041 N. Formosa Ave., Hollywood, motion picture productions.

I. SMALLMAN & SONS Co., 384 Trenton Ave., Paterson, N. J., craftsman leather billfolds. Agency: Lewin, Williams & Saylor, New York. Acct. Exec.: Max Green.

A. O. SMITH Corp., 3533 N. 27th St., Milwaukee, automobile frames and stampings, pressure vessels (carbon steel, alloy-lined, multi-layer, solid alloy), heat exchangers, gas line pipe, oil well casing, large single-piece glass-lined tanks (brewery, food, chemical), automatic gas and electric water heaters, volume water heaters and heating equipment, welding electrodes and equipment, general and special purpose motors, petroleum meters, gasoline dispensing pumps, vertical turbine pumps, liquid gas systems, railroad products, mechanically unloaded crop storage units and safety grating. Agency: Henri, Hurst & McDonald Inc., Chicago. Acct. Exec.: E. F. Hascall Jr.

THE SMITH AGRICULTURAL CHEMICAL Co., 618 N. Champion Ave., Columbus, Sacco plant food and commercial fertilizer, Sacco V-19 mineral food and Wedo lawn fertilizers with 2-4-D. Adv. Exec.: Hartl W. Lucks. Agency: Mumm, Mullay & Nichols Inc. Columbus.

ALLEN V. SMITH Co., Marcellus Falls, N. Y., Smith's split peas. Agency: H. B. Humphrey, Alley & Richards Inc., New York. Acct. Exec.: Charles A. Holcomb.

SMITH BROS. Mfg. Co., Carthage, Mo., overalls, work pants, work shirts and coveralls. Agency: R. J. Potts-Calkins & Holden, Kansas City.

SMITH BROS., 134 N. Hamilton St., Poughkeepsie, N. Y., Smith Brothers cough drops and cough syrup. Adv. Exec.: L. M. Shaw. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., New York. Acct. Exec.: R. F. Sullivan.

SMITH-DOUGLAS Co., 304 E. Plume St., Norfolk, Va., fertilizers. Adv. Exec.: Albert L. Fary. Agency: Lindsey & Co., Richmond, Va. Acct. Exec.: Arthur C. Beck Jr.

SMITH-GATES Corp., 25 N. Washington St., Plainville, Conn., thermostats, heating devices and thermotape (a lineal heater). Agency: Ted Black Agency, Reading, Pa.

J. ALLEN SMITH & Co., P. O. Box 871, Knoxville, Tenn., flour. Agencies: Tucker Wayne & Co., Atlanta, Ga. Acct. Exec.: Tucker Wayne; Edwin C. Huster Co., Knoxville, Tenn. Acct. Exec.: E. C. Huster.

THE J. P. SMITH SHOE Co., Sangamon & Huron Sts., Chicago, British Walkers for men and women, Smith Synchro-Flex shoes for men and Drury Lane shoes for women. Agency: Price, Robinson & Frank Inc., Chicago.

JOHNSON SMITH & Co., Inc., 6615 E. Jefferson Ave., Detroit, mail order novelties. Adv. Exec.: P. Smith. Agency: Globe Adv. Service, Detroit.

SMITH OIL & REFINING Co. 1102 Kilborn Ave., Rockford, Ill., gasoline, motor oils and industrial oils. Adv. Exec.: W. R. Shafer Jr. Agency: Cummings, Brand & McPherson, Rockford, Ill. Acct. Exec.: Earl M. Cummings.

MRS. SMITH'S PIE Co., 7th & Lindley Sts., Philadelphia, Mrs. Smith's pies. Agency: Everling Assocs. Inc., Philadelphia. Acct. Exec.: Frank Corkery.

ROBERT SMITH Mfg. Co., 4731 E. 52d Dr., Los Angeles, Nylon Dip (N) (S). Adv. Exec.: Robert Smith.

SAM SMITH SHOE Corp., Newmarket, N. H., Little Yankees shoes. Agency: Lloyd Adv. Inc., Boston. Acct. Exec.: Mary Pillsbury.

SNOW WHITE PRODUCTS, 2101-25 Hudson St., Lynchburg, Va., Snow White toilet preparations. Agency: Harvey-Massengale Co., Atlanta. Acct. Exec.: J. Spottswood Harvey.

SOCIETY BRAND CLOTHES Inc., 416 S. Franklin St., Chicago, Society Brand clothes. Agency: Melamed-Hobbs, Baskin & Livingston, Chicago.

SOCONY-VACUUM OIL Co. 26 Broadway, New York, Mobilgas, Mobiloil, Mobil tires, batteries and specialties and Gargoyle industrial oils and process products (S). Adv. Exec.: P. A. Gosman. Agency: Compton Adv., New York. Acct. Exec.: Merrell Boyce.

THE SOIL-OFF Co., 628 Vine St., Glendale, Calif., Soil-off paint cleaner. Agency: McCann-Erickson Inc., San Francisco.

SOKOL & Co., 241 E. Illinois St., Chicago, Solo cake and pastry fillings. Agency: Lawrence Adv. Agency, Chicago.

SOLVENTOL CHEMICAL PRODUCTS Inc. 15841 Second Blvd., Detroit, Solventol industrial, commercial and household cleaning compounds. Agency: Grant Adv., Detroit.

SOMNYL PHARMACAL Corp. of America, 1225 Broadway, New York, Nu-Pax sedative. Adv. Exec.: M. Hyman. Agency: Emil Mogul Co., New York. Acct. Exec.: Charles L. Rothschild.

SONORA RADIO & TELEVISION Corp., 325 N. Hoyne Ave., Chicago, television and phonographs, records, radios and phonograph combinations. Agency: Robert Kahn & Assoc., Chicago. Acct. Exec.: Robert Kahn.

SONOTONE Corp., Saw Mill River Rd., Elmsford, N. Y., Sonotone hearing aids, miniature radio tubes and Titone phonograph pickup. Agencies: Kudner Agency Inc., New York. Acct. Exec.: Gerard Johnston; Doherty, Clifford, Steers & Shenfield Inc., New York.

SOPHIE MAE CANDY Corp., 1092 Clinton Ave., Irvington, N. J., peanut brittle. Agency: Tucker Wayne & Co., Atlanta.

SORITE SEWING MACHINE Co., 2147 Queens Chapel Rd., N. E., Washington, D. C., sewing machines and furniture attachments. Adv. Exec.: Samuel Berenson. Agency: J. Gerald Brown Adv., New York. Acct. Exec.: Joseph Brown.

SOUTH AFRICAN ROCK LOBSTER Assn., 271 Madison Ave., New York. Agency: Charles W. Hoyt Co., New York. Acct. Exec.: A. W. Fargo Jr.

SOUTH CAROLINA MILLS, 196 Crescent Ave., Spartanburg, S. C., cotton wearing apparel and fabrics. Adv. Exec.: Nelson Hampton. Agency: E. H. Brown Adv. Agency, Chicago. Acct. Exec.: Harry Schneiderman.

SOUTH CAROLINA PEACH GROWERS Assn., 824 Montgomery St., Spartanburg, S. C., fresh peaches. Agency: Paris & Peart, New York.

SOUTH DAKOTA'S STATE HIGHWAY COMMISSION, Pierre, S. D. Adv. Exec.: A. H. Pankow. Agency: Graves & Assocs., Minneapolis. Acct. Exec.: C. L. Resch.

SOUTH MICHIGAN NURSERY, New Buffalo, Mich., strawberry plants and complete nursery stock. Agency: Phil Gordon Agency Inc., Chicago.

SOUTHEASTERN MICHIGAN TOURIST & Pub. Assn., National Bank Bldg., Detroit, Michigan's vacational attractions to tourists. Agency: Stockwell & Marcuse, Detroit.

SOUTHERN BISCUIT Co., Terminal Place, Richmond, F. F. V. cookies and crackers. Adv. Exec.: G. W. Diggs Jr. Agency: Lindsey & Co., Richmond. Acct. Exec.: T. M. Curtis.

SOUTHERN BREWING Co., Zack & Pierce Sts., Tampa, Fla., SB beer and Silver Bar ale. Agency: Griffith-McCarthy Inc., Tampa. Acct. Exec.: R. E. McCarthy.

SOUTHERN CALIFORNIA EDISON Co., 601 W. 5th St., Los Angeles, electric utility. Adv. Exec.: Howard W. Hayes.

SOUTHERN CALIFORNIA GAS Co., 810 S. Flower St., Los Angeles, public utility distributing natural gas. Adv. Exec.: J. S. Spaulding. Agency: McCann-Erickson Inc., Los Angeles. Acct. Exec.: W. B. Lee.

THE SOUTHERN COTTON OIL Co., 210 Baronne St., New Orleans, MFB, Quik-Blend 51, Scoco and other bulk shortening products. Agencies: Scheideler, Beck & Werner Inc., New York (Heavy Duty M. F. B., Quick Blend and Tavol); Fitzgerald Adv., New Orleans. Acct. Exec.: Joe L. Killeen (Scoco shortening).

SOUTHERN DAIRIES Inc., 60 M St., N. E., Washington, D. C., Southern dairies and Sealtest ice cream, milk and frosted foods. Adv. Exec.: I. O. Hitt. Agency: Tucker Wayne & Co., Atlanta. Acct. Exec.: Matthew Conner.

SOUTHERN LABS Inc., Macon, Ga., Fetex for athlete's foot and Dr. R. W. Huberts Carminative Drops. Agency: H. G. Sample Adv., Atlanta. Acct. Exec.: H. G. Sample.

THE SOUTHERN NEW ENGLAND TELEPHONE Co., 227 Church St., New Haven, telephone service. Adv. Exec.: Wesley W. Peters. Agency. BBDO, Boston. Acct. Exec.: Laurence O. Pratt.

SOUTHERN PACIFIC Co., 65 Market St., San Francisco, transportation. Adv. Exec.: F. Q. Tredway. Adv. Exec.: A. L. Kohn. Agency: Foote, Cone & Belding, San Francisco.

SOUTHLAND COFFEE Co., 1 Washington St., S. W., Atlanta, Bailey's Supreme coffee. Adv. Exec.: Dan Anderson. Agency: Donahue & Coe Inc., New York. Acct. Exec.: Harry L. Morrill.

THE SOUTHLAND Co., Yazoo City, Miss., Southland gasoline and motor oil. Agency: Dixie Advertisers, Jackson, Miss. Acct. Exec.: Heber E. Darton.

SOUTHPORT PAINT Co., Savannah, Ga., paint and roofing products.

SOUTHWEST AIRWAYS Co., San Francisco, federally certificated commercial airline. Agency: J. Walter Thompson Co., San Francisco.

SOUTHWEST FOOD PRODUCTS Co., 8001 S. Beach St., Los Angeles, Dude Ranch preserves, syrups and jams. Agency: Abbott Kimball Co., Los Angeles.

SPANISH FORT MAIL ORDER NURSERY, Daphne, Ala., nursery stock.

SPARK-O-LINER Corp., 601 11th Ave., S., Minneapolis, The Perry Cooling System filters and automotive and electrical appliances. Agency: Ray C. Jenkins Adv., Minneapolis.

SPARTAN AIRCRAFT Co., 1900 N. Sheridan Rd., Tulsa, Okla., trailer-coaches, school of aeronautics and aircraft repair base.

SPEAKMAN Co., 30th & Spruce Sts., Wilmington, Del., showers, brass plumbing fixtures and flush valves (N) (S). Adv. Exec.: C. C. Gerow Jr. Agency: Aitkin-Kynett Co., Philadelphia. Acct. Exec.: Howard Medholdt.

SPECIALIZED PRODUCTS Corp., P. O. Box 5998 Birmingham, "(SP-49) Zinex." Agency: Cole & Co., Memphis.

SPECIALTY PRODUCTS Co., 433 Bourbon St., New Orleans, Sub Rosa deodorant and La Valliere products. Agency: Stone-Stevens Inc., New Orleans. Acct. Exec.: Helion Dickson Jr.

SPEED QUEEN Corp., Doty St., Ripon, Wis., Speed Queen washers, ironers, dryers and Simplex ironers. Adv. Exec.: J. S. Morris. Agency: Geer-Murray Co., Oshkosh, Wis. Acct. Exec.: R. A. Murray.

SPENCER CHEMICAL Co., Dwight Bldg., Kansas City, chemicals and fertilizers. Adv. Exec.: M. H. Straight. Agency: Bruce B. Brewer & Co., Kansas City.

SPENCER SHOE Corp., 15 East St., Boston, Spencer and Triplex shoe stores. Agency: Silton Bros. Inc., Boston. Acct. Exec.: Myron L. Silton.

SPENCER-Taylor Inc. 111 E. 57th St., New York, hotels. Adv. Exec.: V. E. Stuart. Agency: J. R. Kupsick Adv. Agency Inc., New York. Acct. Exec.: J. R. Kupsick.

THE SPERRY & BARNES Co., 188 Long Wharf, New Haven, Old Home-

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DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

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stead Brand meat products. Adv. Exec.: J. F. Dinges. Agency: The Goulston Co., Boston.

SPERRY CANDY Co., 133 W. Pittsburgh Ave., Milwaukee, Chicken Dinner, Denver Sandwich and Almond Cameo Candy. Agency: Keck Adv. Agency, Oconomowoc, Wis. Acct. Exec.: Pete Keck.

SPIEGEL Inc., 1061 W. 35th St., Chicago, retail and mail order general merchandise. Agencies: Robert Kahn & Assocs., Chicago; Schwimmer & Scott Inc., Chicago.

SPOHN MEDICAL Co., 202-04 N. Main St., Goshen, Ind., Spohn's compound for horses, dogs, rabbits and poultry and Spohn's Udder-Aid for dairy cows. Adv. Exec.: Daniel M. Spohn. Agency: Critchfield & Co., Chicago.

SPOT REDUCER Co., 318 Market St., Newark, Kelp-I-Dine reducing products and girdles. Agency: A. H. P. Adv. Agency, Newark.

SPRAGUE WARNER, Div. of Consolidated Grocers Corp., 901 W. Division St., Chicago, Richelieu, NoneSuch and Blossom food products.

SPRING HILL NURSERIES Co., Elm St., Tipp City, Ohio, nursery stock. Agency: Don Kemper Co., Dayton, Ohio. Acct. Exec.: Don Kemper.

SPRINGFIELD WOOLEN MILLS Co., Springfield, Tenn., woolen blankets and fabrics. Agency: L. W. Roush Co., Louisville, Ky.

SQUAW VALLEY, Tahoe City, Lake Tahoe, Calif., ski and summer resort. Adv. Exec.: Miss Pat Riley. Agency: Knollin Adv., San Francisco. Acct. Exec.: Richard L. Tevis.

E. R. SQUIBB & SONS, 745 Fifth Ave., New York, dental products, vitamin products, cod liver oil, tablets, chemicals, drugs, antibiotics, anesthetics, glandular products, narcotics, pharmaceuticals, biologicals, professional specialties, home necessities and veterinary products. Adv. Exec.: Caleb Coffin. Adv. Exec.: G. L. Long. Agencies: Cunningham & Walsh Inc., New York (Angle toothbrush and Squibb dental cream); William Douglas McAdams, New York (Cod liver oil and professional products); Wildrick & Miller Inc., New York (veterinary products); J. Walter Thompson Co., New York.

JOHN P. SQUIRE Co., 165 Gore St., Cambridge, Mass., hams, bacon and sausage. Adv. Exec.: J. F. Dinges. Agency: The Goulston Co., Boston. Acct. Exec.: S. N. Ripley.

THE SQUIRT Co., 202 S. Hamilton Dr., Beverly Hills, Squirt carbonated grapefruit soft drink-mixer. Adv. Exec.: Reginald W. Lowander. Agency: Harrington-Richards, Div. of Fletcher D. Richards Inc., Los Angeles. Acct. Exec.: Greacen Mitchell.

STA PRODUCTS Corp., 1440 Broadway, Oakland, Calif., Sta-Bo-K for flowers and Sta-X-Tree. Adv. Exec.: Dr. Forrest G. Shackles. Agency: Jewell Adv. Agency, Oakland.

STACY-ADAMS Co., 33 Dover St., Brockton, Mass., men's custom grade shoes. Adv. Exec.: Arthur F. Luce. Agency: Doremus & Co., Boston.

S. S. STAFFORD Inc., 609 Washington St., New York, Stafford's Renel cream polish.

STAHL-MEYER Inc., 172 E. 127th St., New York, frankfurts in cans, pure pork sausage in cans, ferrissmoked canned hams, Ferris ham and bacon, S. M. cocktail style sausages, frankfurts and liverwurst and other canned products. Adv. Exec.: A. B. Crampton. Agencies: Dowd, Redfield & Johnstone Inc., New York. Acct. Exec.: Helen Nash; J. M. Kesslinger & Assoc., Newark, N. J. (beef stew).

A. E. STALEY Mfg. Co., Decatur, Ill., Staley's cream corn starch, cube starch, Sweetose table syrup, Cameo starch, Sta-Flo liquid starch and Zest. Adv. Exec.: Henry Volle. Agency: Ruthrauff & Ryan, Chicago.

STALEY MILLING Co. Kansas City, feeds for livestock, poultry and corn meal. Adv. Exec.: Maurice Johnson. Agency: Bozell & Jacobs, Omaha, Neb. Acct. Exec.: Jack Dow.

STANBACK Co. Ltd., 1500 S. Main St., Salisbury, N. C., Stanback headache tablets and powder (S). Adv. Exec.: T. M. Stanback. Agency: Piedmont Adv., Salisbury. Acct. Exec.: R. S. Williamson.

STANDARD BRANDS Inc., 595 Madison Ave., New York, Fleischmann's products for bakers, Fleischmann's Yeast, Chase & Sanborn coffee, Tender Leaf tea, Royal puddings, Royal gelatin desserts, Royal baking powder, Blue Bonnet margarine, Fleischmann's barley malt and rye malt, Fleischmann's white distilled vinegar, Fleischmann's irradiated dry yeast, Fleischmann's Pure-Dry and yeast derivatives for foods and pharmaceuticals, Fleischmann's frozen vegetables (sold directly to hotels, restaurants, institutions), dry and liquid bouillons for food flavoring and pharmaceuticals. Agencies: J. Walter Thompson Co., New York. Acct. Execs.: S. B. Dibbs and E. F. Stevensen (Fleischmann's foil yeast, Fleischmann's fast rising dry yeast, Fleischmann's yeast, Fleischmann's diamalt, Fleischmann's frozen eggs, Fleischmann's baking powder and Fleischmann's stox granulated bouillon); Ted Bates & Co., New York. Acct. Execs.: J. R. Busk, W. S. Dietz and H. B. Block. (Fleischmann's Blue Bonnet margarine, Royal baking powder and Royal desserts); Bisberne Adv. Co., Chicago (all advertising for Journal of American Medical Assoc.); Wildrick & Miller, New York. Acct. Exec.: Stanley B. Wildrick (Fleischmann's irradiated dry yeast for animals); Compton Adv., New York (Tender Leaf tea, tea balls and instant Tender Leaf tea, Chase & Sanborn coffee and instant Chase & Sanborn & Break O'Morn coffee); Raymond Spector Co., New York (bulk pharmaceutical products).

STANDARD BREWING Co., 436 Lake Ave., Rochester, Standard Dry ale, Standard Stock ale, Old Ox Head ale and Oxcart dry beer. Adv. Exec.: Earl Wilkin. Agency: Hart-Conway Co., Rochester. Acct. Exec.: Joseph P. Brown.

STANDARD BREWING Co. of Scranton, Penn Ave. & Walnut St., Scranton, Pa., Crystal ale, standard porter, Tru-Age beer and Cardinal Premium beer. Agency: John G. Petrik Co., Philadelphia.

STANDARD FEDERAL SAVINGS & LOAN Assoc. 735 Olive St., Los Angeles, savings and loans. Agency: Heintz & Co., Los Angeles. Acct. Exec.: Herbert Dickow.

STANDARD FEED MILLING Co., 8 Fairlie St., N. W., Atlanta, poultry feed, livestock feed, poultry and livestock remedies and KIN dog food. Adv. Exec.: J. E. Wall. Agency: Ulric C. Jones Adv., Atlanta.

STANDARD FRUIT & STEAMSHIP Co., 944 St. Charles St. at Lee Circle, New Orleans, steamship operation freight and passenger-importers bananas. Agency: Fitzgerald Adv. Agency, New Orleans. Acct. Exec.: Don Halsey.

STANDARD LABS. Inc., 113 W. 18th St., New York, Sloan's liniment and balm, Vince, Hobson' proprietary medicines, Nonspi, Stacomb and Bathasweet. Adv. Exec.: Donald W. Beckett. Agency: Kiesewetter Assocs. Inc., New York.

STANDARD MILLING Co., 285 Madison Ave., New York, Ceresota, Aristos and Hecker's Eskimo flours. Agency: Doherty, Clifford, Steers & Shenfield Inc., New York.

STANDARD OIL Co. of Calif. 224 Bush St., San Francisco, Chevron gasolines, RPM motor oils and greases, RPM DELO diesel engine lubricating oils, Calol brand industrial lubricants, Standard and Chevron farm and specialty products. Agency: BBDO, San Francisco. Acct. Exec.: J. A. Thomas.

STANDARD OIL Co. (Indiana), 910 S. Michigan Ave., Chicago, gasoline, motor oil and other petroleum products. Adv. Exec.: Wesley I. Nunn. Agencies: McCann-Erickson Inc., Chicago. Acct. Exec.: S. A. Wells; BBDO, Chicago.

STANDARD OIL Co. (Kentucky), Starks Bldg., Louisville, petroleum products. Adv. Exec.: William Habich. Agency: Burton E. Wyatt & Co., Atlanta.

STANDARD OIL Co. (New Jersey), 30 Rockefeller Plaza, New York. Agencies: McCann-Erickson, New York. Acct. Exec.: J. L. Deane; Marschalk & Pratt, New York.

STANDARD OIL Co. (Ohio), Midland Bldg., Cleveland, petroleum products. Adv. Exec.: Henry J. Coleman. Agency: McCann-Erickson, Cleveland. Acct. Exec.: M. C. McDonald.

STANDARD OIL Co. (Texas) 1600 City National Bank Bldg., Houston, petroleum products. Agency: Mithoff Adv. Agency, El Paso. Acct. Exec.: Dan T. White Jr.

STANDARD RUG & LINOLEUM Co., 4564 Montgomery St., Cincinnati, floor and wall coverings. Agency: Guenther, Brown & Berne Inc., Cincinnati. Acct. Exec.: Jack Bunker.

STANDARD TOCH-CHEMICALS Inc., 2600 Richmond Terrace, Staten Island, N. Y., varnish, paint, enamel, lacquer and allied specialties. Agency: Lucerna Co., New York. Acct. Exec.: Emanuel Goldman.

STANLEY DRUG PRODUCTS, 934 N. E. 25th St., Portland, Romaroid tablets. Agency: Edward S. Kellogg Agency, Portland.

STANLEY HOME PRODUCTS Inc., 42 Arnold St., Westfield, Mass., household brushes and chemicals. Agency: Charles W. Hoyt Co., New York. Acct. Exec.: Frank A. Whipple.

STAPLES PRESS Inc., 70 E. 45th St., New York, books and magazines.

STAR LUMBER Co., 201 W. 87th St., Chicago, building materials. Adv. Exec.: Leon P. Star. Agency: E. H. Brown Adv., Chicago.

STAR-PEERLESS BREWERY Co., 1125 Lebanon Ave., Belleville, Ill., Oltimer beer. Agency: Tri-State Adv. Co., Warsaw, Ind.

P. A. STARCK PIANO Co., 234 S. Wabash St., Chicago. Agency: George H. Hartman Co., Chicago. Acct. Exec.: Thomas Kivlan.

STARLINE Inc., 300 W. Front St., Harvard, Ill., Cannon Ball, Starline, barn equipment, door hangers, ventilators and overhead conveyors. Adv. Exec.: C. A. Minot. Agency: The L. W. Ramsey Co., Davenport. Acct. Exec.: A. C. Naeckel.

STARRETT TELEVISION Corp., 601 W. 26th St., New York, television sets and air conditioning units. Agency: Arthur Judson Adv., New York. Acct. Exec.: Arthur Judson.

STATE FAIR OF TEXAS, Fair Park, Dallas, amusements and educational exhibits. Agency: Ray Beall Adv., Dallas. Acct. Exec.: Ray Beall.

STATE FARM MUTUAL AUTOMOBILE INSURANCE Co., 112 E. Washington St., Bloomington, Ill., automobile insurance. Agency: Needham, Louis & Brorby Inc., Chicago. Acct. Exec.: Noel D. Turner.

STATE FINANCE Co., Des Moines, Iowa, loans. Agency: E. H. Brown Adv., Chicago. Acct. Exec.: Harry Schneiderman.

STATE MUTUAL FIRE INSURANCE Co. of Michigan, 702 Church St., Flint, Mich. Adv. Exec.: H. K. Fisk. Agency: Jepson-Murray Adv., Lansing, Mich.

STATE OF TENNESSEE, Tennessee State Office Bldg., Nashville. Agency: Doyne Adv. Agency, Nashville.

STATLER TISSUE Corp., 32 McGrath Highway, Somerville, Mass., Statler toilet tissue, towels and napkins. Agencies: J. Leonard Michelson, Boston; Chambers & Wiswell Inc., Boston.

STECKLEY HYBRID CORN Co., 2416 N. St., Lincoln, Neb., hybrid seed corn. Adv. Exec.: Ike Wheeler. Agency: Ayres & Assoc., Lincoln, Neb. Acct. Exec.: Warren M. Swanson

STEFFEN DAIRY FOOD Co., 700 E. Central St., Wichita, dairy products. Adv. Exec.: Ralph Latimer. Agency: Lago & Whitehead Inc., Wichita.

STEGMAIER BREWING Co., 152 E. Market St., Wilkes-Barre, Pa., beer, ale and porter (S). Adv. Exec.: Richard W. Guckelberger. Agency: McManus, John & Adams Inc., New York. Acct. Exec.: Darrell Roberts.

STEGNER FOOD PRODUCTS Co., 1026 Township St., Cincinnati. Stegner chili con carne and Stegner mock turtle soup. Agency: The Keelor & Stites Co., Cincinnati. Acct. Exec.: John T. Nolan Jr.

GEORGE F. STEIN BREWERY, 797-807 Broadway, Buffalo. Canandaigua extra dry lager beer and Canadian cream ale. Adv. Exec.: Robert J. Stein. Agency: H. J. Weil Inc., Buffalo.

STEIN'S STORES Inc., 149 Fifth Ave., New York, men's suits. Adv. Exec.: William Shulman.

STELLA-D'ORO QUALITY BISCUIT Co., 184 W. 237th St., New York, biscuits. Agency: Reuben Barkow Adv., New York.

STEPHANO BROTHERS, 1014 Walnut St., Philadelphia, Raneses, Marvels, Five Star and Stephanos. Agency: Aitkin-Kynett Co., Philadelphia. Acct. Exec.: Howard Medholdt.

STEPHAN'S PRODUCTS Inc., 10 Pitt St., Worcester, Mass., Stephan's danddruff remover hair lotion. Agency: J. J. Coppo Co., New York. Acct. Exec.: Joseph Coppo.

STERLING BREWERS Inc., 430 Fulton Ave., Evansville, Ind., Sterling beer and ale. Agency: Smith, Benson & McClure Inc., Chicago. Acct. Exec.: R. Lloyd Smith. Acct. Exec.: George Enzinger.

STERLING DRUG Co., 1450 Broadway, New York, drug and toilet articles (N) (S). Adv. Exec.: Harvey M. Manss. Agencies: Dancer-Fitzgerald-Sample; Carl Brown Agency; The Thompson-Koch Co., all N. Y.

STERLING INSURANCE Co., 737 N. Michigan St., Chicago, accident, health, life and hospitalization insurance. Adv. Exec.: P. K. Hornburg. Agency: Reincke, Meyer & Finn, Chicago.

STERLING OIL, Emlenton, Pa. Adv. Exec.: A. L. Weller. Agency: Walker & Downing, Pittsburgh.

PATRICIA STEVENS Inc., 22 W. Madison St., Chicago, finishing school. Adv. Exec.: Tom Fizdale. Agency: Arthur Meyerhoff & Co., Chicago. Acct. Exec.: Ben Green.

STEWART & ASHBY COFFEE Co., 845 Washington Blvd., Chicago, Stewart's Private Blend coffee and teas. Adv. Exec.: Donald R. Stewart. Agency: Roche, Williams & Cleary Inc., Chicago. Acct. Exec.: Lloyd Maxwell.

STEWART HARTSHORN Co., 350 Fifth Ave., New York, Textone embossed plastic shade, Diana Fyrban shade cloth, coated fabrics and rollers. Agency: Riedel & Freede, Paterson, N. J. Acct. Exec.: Ed Acherman.

STEWART-WARNER ELECTRIC Div., 1300 N. Kestner Ave., Chicago, Stewart-Warner radios and television receivers. Adv. Execs.: Fred R. Cross and John Ottman. Agencies: O'Grady-Andersen-Gray Inc., Chicago (radios and television); J. Roland Kay Inc., Chicago.

STOCK PRODUCTS Inc., 582 Union Ave., Brooklyn, Cream of Marsala wine and Stock imported brandies, cordials and vermouth. Adv. Exec.: Mario Morpurgo. Agency: Esmond & Dore Inc., New York.

STOKELY-VAN CAMP Inc., 941 N. Meridian St., Indianapolis, Stokely Finest canned vegetables and fruits, fruit and vegetable juices and Honor Brands frozen foods, Van Camp pork and beans, Tenderoni macaroni and quick meal food products. Adv. Exec.: H. A. Hebberd Jr. Agencies: Calkins & Holden, McClinton & Smith Inc., New York. Acct. Exec.: J. Sherwood Smith (Van Camp's food products, tenderoni macaroni and Stokely's Div.); Kelso Norman Adv., San Francisco (Honor Brand frozen foods); Dancer-Fitzgerald-Sample, Toronto.

STORM WINDOWS OF ALUMINUM Inc., Ravenna Arsenal, Box 97, Apco, Ohio, combination storm windows and doors. Agency: Baish Adv., Cleveland. Acct. Exec.: H. O'Grady.

STORZ BREWING Co., 1807 N. 16th St., Omaha, Neb., Triumph and Premium Dry beer. Adv. Exec.: Arthur C. Storz. Agency: Bozell & Jacobs Inc., Omaha. Acct. Exec.: Randall E. Packard.

STOTT BRIQUET Co., 2200 University Ave., St. Paul, coal briquets. Adv. Exec.: H. C. Richter. Agency: David Inc., St. Paul. Acct. Exec.: Q. J. David.

RUSSELL STOVER CANDIES OF KANSAS CITY, 1206 Main St., Kansas City, Russell Stover candies. Agency: Potts-Turnbull Adv. Co., Kansas City.

STRAND PRODUCTS Co., 118 S. Clinton St., Chicago, hair coloring. Agency: O'Neil, Larson & McMahon, Chicago.

STRATFORD PEN Corp., 44 W. 28th St., New York, Stratford pens, pencils, desk sets and Stratoflame gas cigarette lighters. Agency: S. R. Leon Co., New York.

STRATTON & TERSTEGGE Co., 15th & Main Sts., Louisville. Fall City minnow buckets, My Buddy tackle, bait and tool boxes, complete hardware line, Anchor Kolstokers, Anchor stoves, ranges and circulator heaters. Agency: L. W. Roush Co., Louisville.

W. F. STRAUB & Co., 5520 N. W. Highway, Chicago, Lake Shore honey and honey mellowed prune juice and honey mellowed coconut. Adv. Exec.: W. J. Hammel. Agency: Ewell & Thurber Assoc., Chicago.

STRAWBRIDGE & CLOTHIER, 8th & Market Sts., Philadelphia, retail merchandise. Adv. Exec.: Lillian Teitler. Agency: Geare-Marston Inc., Philadelphia.

STREET & SMITH PUBLICATIONS Inc., 575 Madison Ave., New York, magazines. Agency: The Chernow Co. New York.

STRIETMANN BISCUIT Co., Mariemont St., Cincinnati, crackers and cookies. Adv. Exec.: W. M. Kincheloe. Agency: Harry M. Miller Inc., Columbus.

THE STROH BREWERY Co., 909 Elizabeth St., Detroit, Stroh's Bohemia beer. Agency: Zimmer-Keller & Ca vert Inc., Detroit. Acct. Exec.: R. Keller.

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THE STUDEBAKER Corp., 635 S. Main St., S. Bend, Ind., Studebaker passenger and commercial automobiles. Agency: Roche Williams & Cleary Inc., Chicago. Acct. Exec.: J. P. Roche.

STUDIO GIRL OF CALIFORNIA, 3618 San Fernando Rd., Glendale, Calif., shampoo. Agency: The Ted H. Factor Agency, Los Angeles. Acct. Exec.: Donald A. Breyer.

STURGIS PRETZEL Co., 1745 Portland Ave., Westlawn, Reading, Pa., pretzels, potato chips, popcorn. Agency: A. M. Seidler Adv., New York. Acct. Exec.: A. M. Seidler.

SUDBURY LAB., Dutton Rd., S. Sudbury, Mass. Chaperone dog repellent, Kitty Chaperone cat repellent, Chaperone dog cleaning powder for dogs and cats, Chaperone flea powder, soil testing kits, and insect killer, tank saver, mildew-stop, aqua clear feeder and cleansers. Adv. Exec.: Irving Johnson. Agency: Flagler Adv. Inc.., Buffalo.

SULFUR-8 CHEMICAL Co., 1310 Bedford Ave., Brooklyn, Sulfur-8 hair and scalp preparations. Agency: Herschel Z. Deutsch & Co., New York. Acct. Exec.: Herschel Z. Deutsch.

R. G. SULLIVAN Inc., 823 Elm St., Manchester, N. H., 7-20-4 and Dexter cigars. Agency: Burke Adv. Assoc., Boston.

SUN OIL Co., 1608 Walnut St., Philadelphia, Blue Sunoco gasoline, Sunoco motor oil, Sunoco Dynalube oil, industrial lubricants, processing oils, solvents, waxes and furnace oil and insecticides. Adv. Execs.: Storris J. Case, P. D. McKay and L. H. Fritz. Agencies: Hewitt, Ogilvy, Benson & Mather Inc., New York; Gray & Rogers, Philadelphia. Acct. Exec.: S. G. Landers (products other than automotive); Tandy Adv., Ltd., Toronto.

SUN & TIMES Co., 211 W. Wacker Dr., Chicago, newspaper (Chicago Sun-Times). Agencies: John W. Shaw Adv. Inc., Chicago. Acct. Exec.: John W. Shaw; Malcolm-Howard Adv., Chicago.

SUNKIST GROWERS Inc., 707 W. 5th St., Los Angeles, Sunkist oranges, lemons and grapefruit. Adv. Execs.: Russell Z. Eller, R. S. Simmons, Charles W. Ford and H. J. Ackley. Agencies: Foote, Cone & Belding, Los Angeles. Acct. Exec.: Nelson Carter; Spitzer & Mills Ltd., W., Toronto.

SUNLIGHT TOMATO REPACKING Co., 84 Commercial St., Boston, tomatoes and lemons. Agency: Doremus & Co., Boston.

SUNNYVALE PACKING Co., Sunnyvale, Calif., Rancho soups, Hearthside baked beans and Old English pork and beans. Agency: Russell, Harris & Wood, San Francisco.

SUNSHINE BREWING Co., Reading, Sunshine beer. Adv. Exec.: C. Q. Minker. Agency: Gray & Rogers, Philadelphia. Acct. Exec.: W. B. Edwards.

SUNSHINE BISCUIT Inc., Thompson Ave., & Queens Pl., Long Island City, Sunshine biscuits, Krispy crackers, Hi Ho crackers, Cheez-it, Hydrox cookies, Austin's dog food. Adv. Exec.: Norman B. Smith. Agency: Cunningham & Walsh Inc., New York. Acct. Exec.: Herbert Thwaite.

THE SUPERB GLOVE Corp., Johnstown, N. Y., women's and men's gloves. Adv. Exec.: Lillian Lang.

SUPERIOR FEED MILL Inc., Oklahoma City, Okla., poultry and stock feed. Adv. Exec.: T. W. Woody. Agency: James R. Reese Adv. Co., Kansas City.

G. S. SUPPIGER Co., 1530 Hadley St., St. Louis, Brooks old original catsup. Agency: D'Arcy Adv. Co., St. Louis. Acct. Exec.: James O'Neal.

SUPPLEE-WILLS-JONES MILK Co., Lincoln-Liberty Bldg., Philadelphia, Sealtest milk and ice cream. Agency: N. W. Ayer & Son, Philadelphia. Acct. Exec.: Joseph S. Flick Jr.

SURE-FIT PRODUCTS Co., 21 E. 26th St., New York, furniture slip covers, mattress covers, comfort covers, auto seat covers. Adv. Exec.: Paul Holister. Agency: Amos Parrish & Co., New York.

SURFACE COMBUSTION Corp., 2375 Dorr St., Toledo, Janitrol space heating equipment, aircraft and automotive heaters, Kathabar humidity conditioning equipment Surface industrial heating and heat treating furnaces. Agencies: Jay H. Maish Co., Toledo. Acct. Exec.: A. C. Eversole; Beeson-Reichert Inc., Toledo. Acct. Exec.: W. D. Thackeray; Odiorne Industrial Adv., Dayton.

THE O. A. SUTTON Corp., 1812 W. 2d St., Wichita, Kan., Vornado air conditioners, air circulators and heaters. Agency: Lago & Whitehead, Wichita, Kan. Acct. Exec.: Howard Whitehead.

SWAMP & DIXIE LAB. Inc., 1622 N. Lewis St., Tulsa, Okla., Swamp chill and fever tonic, Dixie headache powders, tablets and Hereford cresylic ointment. Agency: Watts-Payne Adv., Tulsa, Okla.

C. A. SWANSON & SONS, 1202 Douglas St., Omaha, poultry processors. Agency: Tatham-Laird Inc., Chicago. Acct. Exec.: Charles Standen.

THE SWEETS Co. of America Inc., 1515 Willow Ave., Hoboken, N. J., Tootsie Rolls, Tootsie coconut filled fudge, Tootsie caramels, Tootsie Pops, Tootsie Fruitees, Tootsie Varietees and Tootsie Fudge 'N Frosting mix. Adv. Exec.: Arthur A. Starin. Agency: Moselle & Eisen, New York. Acct. Exec.: Henry Eisen.

SWERL PRODUCTS Div. of Allied Chemical & Dye Corp., 40 Rector St., New York. Swerl suds. Agency: Price, Robinson & Frank Inc., Chicago.

SWIFT & Co., Union Stock Yards, Chicago, Vigoro plant food and Red Steer plant food. Adv. Exec.: Vernon D. Beatty. Agency: J. Walter Thompson Co., Chicago.

SWIFT & Co., Union Stock Yards, Chicago, Swift's Premium ham and bacon, fresh meats, frankfurts, table ready meats, Brookfield sausage, Prem, canned meats, Brookfield butter, eggs and cheese, Allsweet margarine, Jewel shortening, Swift's ice cream, Pard dog food, Swift's and Sunbrite cleanser, Vigoro plant food and Red Steer plant food, Silverleaf lard, Swift'ning and meats for babies. Adv. Execs.: Vernon D. Beatty and Ray Weber. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: M. V. Wieland (beef, lamb, veal, Brookfield sausage, frankfurts, table ready meats, Premium ham and bacon, Jewel oil, Swift'ning, bakery products Jewel shortening, Pard, Allsweet, Casings, Swift's dog meal and peanut butter, hotel and institution. trade relations, Vigoro, EndoPest and Endo weed and Red Steer plant food); Needham, Louis & Brorby, Chicago. Acct. Exec.: W. R. Kinnaird (Swift's ice cream, cleanser, Sunbrite cleanser, industrial soaps, oil, packaged soaps, soybean meal, meats for babies, agricultural research advertising, public relations advertising, animal feeds, hatcheries, commercial plant foods, D. & P. procurement, gelatin, adhesives and agricultural chemicals); McCann-Erickson, Chicago. Acct. Exec.: A. W. Sherer (Prem, canned meats, Swift's Brookfield butter, Brookfield shell eggs, Brookfield dried and frozen eggs, Brookfield cheese and poultry).

SWING-A-WAY Mfg. Co., 4100 Beck St., St. Louis, household kitchen appliances. Agency: Wesley K. Nash Co., St. Louis.

JNO. H. SWISHER & SONS Inc., 16th & Ionia St., Jacksonville, Fla., King Edward cigar. Agency: Newman Lynde & Assoc. Inc., Jacksonville, Fla. Acct. Exec.: Hunter Lynde.

SYLVANIA ELECTRIC PRODUCTS Inc., 254 Rano St., Buffalo, Sylvania television. Agency: Roy S. Durstine Inc., New York. Acct. Exec.: Roy S. Durstine.

SYLVANIA ELECTRIC PRODUCTS Inc., 1740 Broadway, New York, incandescent lamps, fluorescent lamps and fixtures, photo lamps and electronic devices, radio, television receivers and radio tubes. Adv. Exec.: E. W. Gutelius. Agencies: Cecil & Presbrey Inc., New York. Acct. Exec.: T. J. Maloney; Roy S. Durstine Inc., New York. Acct. Exec.: Roy S. Durstine.

HOTELS SYLVANIA-JOHN BARTRAM Broad & Locust Sts., Philadelphia. Agency: Adrian Bauer Adv., Philadelphia.

HOTEL SYRACUSE, S. Warren & E. Onondaga Sts., Syracuse. Agency: Charles H. Kaletzki Adv. & Public Relations, Syracuse. Acct. Exec.: Charles Kaletzki.

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TACOMA METAL PRODUCTS Co., 414 Puyallup Ave., Tacoma, Wash., Little Chef miniature electric range for children. Agency: Gardner-Jacobson Inc., Tacoma, Wash.

HOTEL TAFT, 7th Ave. & 50th St., New York. Adv. Exec.: Victor Giles. Agency: Zlowe Co., New York.

TAMPA FLORIDA BREWERY Inc., 5th Ave. & 13th St., Tampa. Tropical beer and ale. Agency: Jack Lacey Adv., Tampa. Acct. Exec.: Jack Lacey.

THE TAPPEN STOVE Co., 250 Wayne St., Mansfield, Ohio, domestic ranges (S). Adv. Exec.: Paul I. Berno. Agency: Griswold-Eshleman, Cleveland. Acct. Exec.: F. L. Congdon.

TASH ENGRAVING Co., 487 Broadway, New York, novelty jewelry and gifts. Agency: Sternfield-Godley Inc., New York.

TASTY TOOTH PASTE Corp., 4 Park Ave., Mt. Vernon, N. Y., Tasty tooth paste. Adv. Exec.: Charles A. Susslin. Agency: Victor van der Linde Co., New York. Acct. Exec.: Robert C. Wood.

TAYLOR BEDDING Mfg. Co., Taylor, Tex., mattresses, cotton batts, cotton felts, ready made quilts, bed comforters, quilted pads, flameproof cotton insulation and furniture. Adv. Exec.: L. D. Hammack. Agency: Pitluk Adv. Co., San Antonio.

JOHN W. TAYLOR PACKING Co., Hallwood, Va., Taylor's potatoes and tomatoes.

TECHNICAL COLOR & CHEMICAL WORKS Inc., 439 3d Ave., Brooklyn, Red Devil paints. Agency: Blackstone Adv., New York.

TELECOIN Corp., 12 E. 44th St., New York, Launderette self-service laundries. Agency: De Perri Adv., New York.

TELLING ICE CREAM Co., 3740 Carnegie Ave., Cleveland, ice cream. Adv. Exec.: D. A. Campbell Jr. Agency: Edward Howard & Co., Cleveland.

TEMCO Inc. Nashville, Tenn., gas heaters, floor furnaces and dryers (S). Adv. Exec.: Marvin E. Smith. Agency: Noble-Dury Inc., Nashville. Acct. Exec.: Bill Graham.

TENDERSWEET SALES Corp., 417 1st Ave., S. E. Cedar Rapids, Tendersweet canned vegetables. Adv. Exec.: W. D. Lyon. Agency: W. D. Lyon Co., Cedar Rapids.

TENNESSEE BREWING Co., 1 W. Butler Ave., Memphis, Goldcrest 51 beer. Adv. Exec.: E. C. Krausnick Jr. Agency: Westheimer & Block, St. Louis. Acct. Exec.: E. D. Brohr.

TENNESSEE NURSERY Co., Cleveland, Tenn., evergreens, fruit trees, bulbs, seeds and shrubs. Agency: Shaffer-Brennan-Margulis, St. Louis.

TENNESSEE PRODUCTS & CHEMICAL Corp., First American Natl. Bank Bldg., Nashville, iron and ferro alloys, heavy and fine chemicals, and building products. Adv. Exec.: Banks Miller. Agency: The Griswold-Eshleman Co., Louisville, Ky. Acct. Exec.: Donald McDonald.

TENNESSEE VALLEY MARKETERS Inc., 117 Ninth Ave., N. Nashville, electric appliances and housewares. Adv. Exec.: Max E. Tilghman. Agency: C. P. Clark Inc., Nashville. Acct. Exec.: D. G. Goodwin.

TERMINAL ISLAND SEAFOOD, Terminal Island, Calif., canned sea food and Sardinettes. Agency: The Bogerts, Hollywood. Acct. Exec.: E. V. Bogert.

TERRE HAUTE BREWING Co., 440 S. 9th St., Terre Haute, Ind., Champagne Velvet beer and 76 ale. Agency: Biow Co., New York.

TESTOR CHEMICAL Co., Rockford, Ill., Testor's cement for material mending, other adhesives, aircraft finishes, ammunition lacquers and enamels, ammunition cements, model airplane cements and finishes, model airplane kits and Balsa toys. Adv. Exec.: S. O. Sandberg. Agency: Cummings, Brand & McPherson, Rockford, Ill. Acct. Exec.: J. R. McPherson.

TETLEY TEA Co., 483 Greenwich St., New York, Tetley teas. Agency: W. Earl Bothwell Inc., New York.

TEXAS CITRUS COMMISSION, Weslaco, Tex., citrus fruits. Agency: Grant Adv. Agency, Weslaco, Tex. Acct. Exec.: Samuel W. Hepworth.

THE TEXAS Co., 135 E. 42d St., New York, Texaco petroleum products. Adv. Exec.: Donald W. Stewart. Agencies: Cunningham & Walsh Inc., New York (gasoline). Acct. Exec.: George S. Fowler; Erwin, Wasey & Co., New York (Havoline motor oil, Marfak, PT permanent type anti-freeze). Acct. Execs.: Julian Snyder and K. N. Thompson; Kudner Agency Inc., New York. Acct. Exec.: M. Kirk.

TEXAS NURSERIES, Winnsboro, Tex., nursery stock. Adv. Exec.: W. R. Wilson. Agency: J. F. Gelders Co., Oklahoma City, Okla.

TEXIZE CHEMICALS Inc., White House Rd., Greenville, S. C., industrial and household products. Agency: Henderson Adv. Agency, Greenville, S. C. Acct. Exec.: Jim Henderson.

HENRY THAYER Co., 100 Inman St., Cambridge, Mass., Thayer's slippery elm throat lozenges and Airtona air freshener. Agency: Ingalls-Miniter Co., Boston.

THE THEOBALD INDUSTRIES, P. O. Box 72, Harrison, N. J., Hum detergent, Murcury cleaning formulas and Ringlis (S). Adv. Exec.: Robert T. Behrman. Agency: Franklin Bruck Adv., New York. Acct. Exec.: M. Kleinfield.

THENYLHIST Co., 814 W. North St., Chicago, Thenylhist cough syrup. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

RICHARD E. THIBAUT Inc., 44 E. 53d St., New York, wall paper and wall decorations. Agency: Bermingham, Castleman & Pierce Inc., New York.

THOMAS SHIRT Inc., 224 E. 11th St., Los Angeles, men's shirts. Agency: Abbott Kimball Co., Los Angeles.

THOMAS J. WEBB Co., 416 W. Ontario St., Chicago, Thomas J. Webb coffee. Agency: Ivan Hill Inc., Chicago.

THE THOMPSON ENGINEERING Co., Hartford City, Ind., diving masks and torches. Adv. Exec.: Frank E. Thompson Jr. Agency: Gowen Adv. Agency, Gowen, Mich. Acct. Exec.: James Howard.

GEORGE E. THOMPSON Co., 616 41st Ave., Minneapolis, lightning rods. Agency: Art Gruber Assoc., Minneapolis.

THOMPSON-PORCELITE PAINT Co., 330 Race St., Philadelphia, paints and enamels. Agency: Wayne Adv. Agency, Philadelphia. Acct. Exec.: H. Goldberg.

THOR Corp., 2215 S. 54th Ave., Chicago, Thor washing machines and gladirons, automatic electric and gas clothes dryers. Adv. Exec.: Robert J. Runge. Agency: Henri, Hurst & McDonald Inc., Chicago. Acct. Exec.: Martin Zitz.

THORNTON CANNING Co., Box 29, Lodi, Calif., canned juices and fruit concentrates. Adv. Exec.: Fred D. Clarke.

THORO PRODUCTS Co., 3240 Larimer St., Denver, Thoro dry cleaner. Adv. Exec.: Richard E. Newman. Agency: Robertson Adv., Denver. Acct. Exec.: Marshall G. Robertson.

THE THOROBRED Co., 1243-47 W. 6th St., Cincinnati, ThoroBred dog foods. Agency: Associated Adv. Inc., Cincinnati.

THREE DAUGHTERS Corp., Trust Bldg., Lincoln, Neb., 3 Daughters deodorant.

THREE SPRINGS FISHERIES, Lilypons, Md., waterlilies and gold fish. Adv. Exec.: G. Leicester Thomas. Agency: McFarland Adv. Service, Div. of Foltz-Wessinger Inc., Harrisburg, Pa.

THRIVO Co., 444 Fairmount Ave., Philadelphia, Thrivo dog and cat food. Agency: Lavenson Bureau of Adv., Philadelphia. Acct. Exec.: Ted Barash.

THURSTON CHEMICAL Co., 102 Wall St., Joplin, Mo., fertilizer. Agency: Gibbons Adv. Agency Inc., Tulsa, Okla. Acct. Exec.: J. Burr Gibbons.

THYAVALS Inc., 6253 Hollywood Blvd., Hollywood, Thyavals and Orvita vitamins. Agency: Maudsley-Miller, Hollywood. Acct. Exec.: Frank Miller.

TIDE WATER ASSOCIATED OIL Co. Eastern Div.), 17 Battery Place, New York. Veedol motor oils and greases, Tydol Flying A gasoline, Tycol industrial oils and greases. Adv. Exec.: F. L. Frost. Agencies: Lennen & Mitchell Inc., New York. Acct. Exec.: Ray Vir Den; G. M. Basford Co., New York.

TIDE WATER ASSOCIATED OIL Co. (Western Div.), 79 New Montgomery St., San Francisco, petroleum products. Adv. Exec.: Harold R. Deal. Agency: Buchanan & Co., San Francisco. Acct. Exec.: Ray Randall.

TIDY HOUSE PRODUCTS Co., 604 W. Sheridan Ave., Shenandoah, Iowa, Perfex super cleaner, GlossTex liquid plastic starch, Shina Dish and Dexol powder bleach (S). Adv. Exec.: K. C. Titus. Agency: Buchanan-Thomas Adv., Omaha. Acct. Exec.: Adam Reinemund.

TILBEST FOODS Inc., 401 W. Juneau Ave., Milwaukee, Tilbest quick mixes. Adv. Exec.: Mrs. Mary Pockat. Agency: Keck Adv., Oconomowoc, Wis. Acct. Exec.: Ray Wholihan.

THE TIMKEN ROLLER BEARING Co., Canton, Ohio, Timken tapered roller bearings, Timken alloy steels and tubing and Timken rock bits. Adv. Exec.: Seward T. Salvage. Agency: BBDO, Cleveland. Acct. Exec.: E. E. Haring.

TIP TOP TAILORS Ltd., Boulevard Dr., Toronto, men's and women's tailored-to-measure clothing. Adv. Exec.: J. B. Dunkelman. Agency: McConnell, Eastman & Co. Ltd., Toronto. Acct. Exec.: Edward Gould.

TITLE GUARANTEE & TRUST Co., 176 Broadway, New York. Agency: H. W. Fairfax Adv. Inc., New York. Acct. Exec.: Milton E. Ensler.

TITLE INSURANCE & TRUST Co., 433 S. Spring St., Los Angeles, title insurance. Adv. Exec.: W. W. Robinson. Agency: Buchanan & Co., Los Angeles.

TOBER-SAIEFER SHOE Mfg. Co., 1204 Washington Ave., St. Louis, Jolene and Orchid shoes. Adv. Exec.: John J. Byrne. Agencies: Roman Adv. Co., St. Louis (Jolene shoes); McMahon-Horowitz Adv. Co., St. Louis (Orchid shoe div.).

TOBIN PACKING Co., Albany Packing Div., P. O. Box 351, Albany, N. Y., First Prize meat products. Adv. Exec.: Charles C. Cross. Agency: Milton Seager Adv., Rochester. Acct. Exec.: Milton Seager.

TOLEDO EDISON Co., Madison and Superior, Toledo, electricity (S). Adv. Exec.: John H. Barker. Agency: Charles F. Dowd Inc., Toledo. Acct. Exec.: C. F. Dowd.

TONE BROS., 109-111 Court Ave., Des Moines, coffee, tea, spices and flavoring extracts. Agency: Cary-Hill Inc., Des Moines.

THE TONI Co., Merchandise Mart, Chicago, Toni home permanent, Tonette children's home permanent and Toni creme shampoo (N) (S). Adv. Exec.: Walter N. Hiller Jr. Agencies: Foote,

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DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

Cone & Belding, Chicago. Acct. Exec.: Leo Rosenberg; Weiss & Geller, Chicago (Prom home permanent (N) (S)). Acct. Exec.: Don Paul Nathanson. Rain shampoo and Toni creme shampoo (N) (S)). Acct. Exec.: J. W.McEdwards.

TOP SECRET HOSIERY SALES Co., 86 3d St., San Francisco, hosiery.

TOPPS CHEWING GUM Inc. 237 37th St., Brooklyn, Topps chewing gum and Bazooka bubble gum. Agency: Cecil & Presbrey Inc., New York.

TORINE Co., 27 Railroad Ave., New Rochelle, N. Y., Torine foot preparations. Agency: Mortimer Lowell Co., New York.

TOTTY'S Ridgedale Ave., Madison, N. J., plants and flowers. Adv. Exec.: A. L. Moran. Agency: Roeding & Arnold, New York. Acct. Exec.: U. S. Grant Welsh.

TOWLE MFG. Co., Newburyport, Mass., sterling silver tableware. Adv. Exec.: R. S. Adams. Agency: H. B. Humphrey, Alley & Richards Inc., Boston. Acct. Exec.: Marjory Hall.

THE TOWN HOUSE, 2961 Wilshire Blvd., Los Angeles, hotel. Adv. Exec.: Miss Kay Riley. Agency: Beaumont & Hohman Inc., Los Angeles. Acct. Exec.: C. A. Beaumont.

TOWNE TALK Co., 5401 W. 104th St., Los Angeles, Towne Pride toppings and orangeade, Cholly chocolate beverage. Agency: Mogge-Privett Inc., Los Angeles. Acct. Exec.: Herb Beaven.

TRAIL BLAZERS PUB. Co., 206 W. 4th St., Kewanee, Ill., circulation advertising. Agencies: The Briddle Co., Bloomington, Ill.; O'Neil, Larson & McMahon, Chicago. Acct. Exec.: Marshall Edinger.

TRANS-CANADA AIR LINES, International Aviation Bldg., Montreal, passenger air mail and air express services. Agencies: McCann-Erickson Inc., New York. Acct. Exec.: D. E. Libby; Cockfield Brown & Co. Ltd., Montreal. Acct. Exec.: J. E. Birks; Mather & Crowther, London, England.

TRANS WORLD AIRLINES 10 Richards Rd., Kansas City, T. W. A. air transportation. Adv. Exec.: J. C. Delong. Agency: BBDO, New York.

TRANS-WORLD OIL Co., 2235 Fifth Ave., Seattle, motor oil, gear oil and grease. Agency: Keene & Keene Adv., Seattle. Acct. Exec.: John E. Keene.

TRANSOCEAN AIR LINES, Oakland Airport, Oakland, airline. Agency: Robert L. Pickering Adv., San Francisco.

TRAVELLERS LUGGAGE Corp., 11 Broadway, New York, luggage and leather goods, watches, electrical appliances and novelties. Adv. Exec.: Saul Dorf.

TRAV-LER RADIO Corp., 571 W. Jackson Blvd., Chicago, television, radio and electric phonographs. Adv. Exec.: H. Larson. Agency: Jones Frankel Co., Chicago. Acct. Exec.: A. A. Gaines.

THE TREMCO Mfg. Co., 8701 Kinsman St., Cleveland, paints, varnishes. Adv. Exec.: John S. Sloan. Agency: Lang, Fisher & Stashower Inc., Cleveland.

TREVA Co., 2445 E. 85th St., Chicago, sewing machine attachments. Adv. Exec.: Louis D. Smith. Agency: O'Neil, Larson & McMahon, Chicago.

TRICO PRODUCTS Corp., 817 Washington St., Buffalo, motor car equipment and accessories. Agency: Baldwin, Bowers & Strachan Inc., Buffalo.

TRION Inc., 1000 Island Ave. McKees Rocks, Pa., electrostatic precipitators. Adv. Exec.: R. E. Sweitzer. Agency: Walker & Downing, Pittsburgh. Acct. Exec.: Hal Downing Jr.

F. R. TRIPLER & Co., 366 Madison Ave., New York, men's clothing. Agency: Federal Adv. Inc., New York. Acct. Exec.: Charles G. Wright.

THE TROY SAVINGS BANK, 2d & State Sts., Troy, N. Y., savings and life insurance and community planning. Agency: Doremus & Co., New York. Acct. Exec.: Louis Munro.

TRU-ADE Inc., 20 N. Wacker Dr., Chicago, Tru-Ade beverages.

TRU COTE MFG. Co., 837 E. 52d St., Brooklyn, Master Glow floor polish. Agency: George Feldman Adv., New York.

TRUE STORY, 205 E. 42d St., New York. Adv. Exec.: William R. Brassington. Agency: Ruthrauff & Ryan, New York.

TRUSCON STEEL Co., Albert St., Youngstown, Ohio, steel building products, material handling equipment, highway reinforcing products, radio towers. Agency: Meldrum & Fewsmith Inc., Cleveland. Acct. Exec.: C. A. Kroening.

TRUVAL MFRS. Inc., 281 Fifth Ave., New York, shirts, sportswear, neckwear and pajamas. Adv. Exec.: Nathan S. Lanning. Agency: J. D. Tarcher & Co., New York.

C. K. TURK Corp., 1122 Mishawaka Ave., South Bend, Ind., fabrics products. Agency: Hopcraft-Keller Inc., Detroit.

TWEET Inc. 414 Main St., Cambridge, Mass., Tweet marshmallow spread. Adv. Exec.: Diran M. Semonian. Agency: Ingalls-Miniter Co., Boston.

TWENTIETH CENTURY-FOX FILM Corp. 444 W. 56th St., New York, motion pictures. Agency: Charles Schlaifer & Co., New York.

20TH CENTURY PAINT & VARNISH Corp., 456 Driggs Ave., Brooklyn, Speed-Tone and full line paints. Adv. Exec.: Charles J. Wunsch. Agency: White, Berk & Barnes, New York.

TWIN-DRAULIC Inc., Laurens, Iowa, sprayers, loader and dump, post hole digger and Mity-Midget live drive. Agency: Lessing Adv., Des Moines. Acct. Exec.: Dean Duncan.

TYLER FIXTURE Corp., 1401 Lake St., Miles, Mich., commercial refrigerators and HarderFreez farm and home freezers. Adv. Exec.: J. B. Hennion. Agency: Jones & Taylor & Assoc., South Bend, Ind. Acct. Exec.: J. W. Taylor Jr.

TYLER'S COFFEE SYRUP, Lafayette St., Pawtucket, R. I., coffee syrup. Adv. Exec.: William Tyler. Agency: FitzGerald Inc., Providence. Acct. Exec.: Louis C. FitzGerald.

TYPHOON AIR CONDITIONING Co., 794 Union St., Brooklyn, N. Y., air conditioning units. Adv. Exec.: Peter T. Wotton. Agency: Zlowe Co., New York. Acct. Exec.: Irving Zlowe.

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ULTRA-LIFE LAB., 35th & Walnut Sts., E. St. Louis, feeds. Agency: Huffman Adv. Co., St. Louis.

UNCLE SAM BREAKFAST FOOD Co., 4201 N. 28th Ave., Omaha, Neb., Uncle Sam laxative breakfast food and Darbs whole wheat flakes. Adv. Exec.: John M. McGowan. Agency: Allen & Reynolds, Omaha. Acct. Exec.: Milton H. Reynolds.

UNICORN PRESS Inc., 53 E. 77th St., New York, books. Agency: Leonard Adv. Agency New York.

UNION DIME SAVINGS BANK, 6th Ave. & 40th St. New York. Adv. Exec.: Mabel F. Thompson. Agency: Cecil & Presbrey Inc., New York. Acct. Exec.: W. T. Mullally.

UNION OIL CO. OF CALIF., Union Oil Bldg., Los Angeles, gasoline: 7600, 7600 Aviation and 76; motor oils: Triton, Royal Triton, Aristo, T5X Motoreze, Unitec, and Guardna and Unoba; high melting point domestic waxes; Aristowax, Gas-Oils; Diesol, roofing asphalts; Unolox, industrial lubricants, solvents, coke. Agency: Foote, Cone & Belding, Los Angeles. Acct. Exec.: Jack Smock.

UNION PACIFIC RAILROAD, 1416 Dodge St., Omaha, transportation. Adv. Exec.: H. B. Northcott. Agencies: The Caples Co., Omaha. Acct. Exec.: L. M. Branch; The Caples Co., Los Angeles. Acct. Exec.: R. Rullman; Gillham Adv. Inc., Salt Lake City.

UNION PHARMACEUTICAL Co., 9 Park St., Montclair, N. J., Saraka laxative and Inhiston anti-histamine tablets. Agencies: Abbott Kimball Co., New York. Acct. Exec.: Harry Muller (Saraka); L. W. Frohlich & Co., New York; Irwin Vladimir & Co., New York.

UNION STARCH & REFINING Co., 301 Washington St., Columbus, Ind., Pennant table syrups and Marshmal-O-Adv. Co., Chicago. Acct. Exec.: Marvin Harms. Agency: H. W. Kastor & Sons.

UNION-TRIBUNE PUBLISHING Co., 919 2d Ave., San Diego, San Diego Union, Evening Tribune. Adv. Execs.: Francis Ide, John T. Milkey and Worth Wright. Agency: Barnes-Chase Co., San Diego. Acct. Exec.: Norman Foster.

UNITED AIR LINES Inc. 5959 S. Cicero Ave., Chicago, air transportation of passengers and mail, express and freight. Agency: N. W. Ayer & Son Inc., Chicago.

UNITED ARTISTS Corp., 729 7th Ave., New York, motion pictures (distributors of pictures made by independent producers). Adv. Exec.: Roger H. Lewis. Agencies: Buchanan & Co., New York; Donahue & Co., New York; J. Walter Thompson Co., New York; Monroe Greenthal Inc., New York.

UNITED CIGAR-WHELAN STORES Corp., 215 4th Ave., New York, cigar and drug stores. Agency: Product Adv. Corp., New York.

UNITED STATES AIR CONDITIONING Corp., Como Ave., S. E. at 33d St., Minneapolis, heating, ventilating and cooling equipment. Agency: Alfred Colle Co., Minneapolis. Acct. Exec.: Jud Anderson.

UNITED VAN LINES Inc., 7808 Maplewood Industrial St., St. Louis, long distance moving. Agencies: Stanley L. Cahn Co., Baltimore; Kelly, Zahrndt & Kelly Inc., St. Louis.

UNITED VITAMIN PRODUCTS, 9 W. Washington St., Chicago, vitamin products. Adv. Exec.: T. S. Donahue. Agency: First United Broadcasters, Chicago. Acct. Exec.: Hugh Rager.

U. S. ARMY & U. S. AIR FORCE RECRUITING SERVICE, Military Personnel Procurement Service Div., The Adjutant General's Office, Washington, D. C., procurement of recruits and other military personnel for U. S. Army and U. S. Air Force. Agencies: Grant Adv., Chicago and Washington, D. C.; Buchanan & Co., New York; Van Sant, Dugdale & Co., Baltimore; Tucker Wayne & Co., Atlanta; Rogers & Smith, Dallas; Fuller & Smith & Ross Inc., Chicago; West-Marquis Inc., San Francisco.

THE UNITED STATES BEDDING Co., Wabash & Vandalia Sts., St. Paul, King Koll mattresses and other sleeping products. Adv. Exec.: Alvin E. Miller. Agency: Melamed-Hobbs, Minneapolis. Acct. Exec.: B. C. Fischbein.

U. S. BEDDING Co., 1047 Florida Ave., Memphis, Sterling mattresses, springs and studio couches and Sealy mattresses and springs. Agency: Lake-Spiro-Shurman Inc., Memphis.

U. S. FOOT APPLIANCE Corp., 2510 W. Montrose Ave., Chicago, Breeze foot appliances. Adv. Exec.: Eric Nathan. Agency: Kuttner & Kuttner Inc., Chicago. Acct. Exec.: Harold Kuttner.

UNITED STATES GLASS Co., Tiffin, Ohio, glassware. Agency: Gibbons-O'Neil Inc., Cleveland.

U. S. INDUSTRIAL CHEMICALS Co., Div. of National Distillers Products Corp., 60 E. 42d St., New York, Super-Pyro anti-freeze, Solox proprietary solvent, USI ethyl alcohol and specially denatured alcohols, PIB (liquid insulation) and insecticide products. Adv. Exec.: A. E. Tongue. Agencies: Geyer, Newell & Ganger Inc., New York. Acct. Exec.: Wm. Mason (Super Pyro Anti-Freeze and PIB); G. M. Basford Co., New York. Acct. Exec.: Fred Adams (alcohol, chemicals and insecticide products).

U. S. MACHINE Corp., Lebanon, Ind., Winkler heating equipment. Adv. Exec.: Norman J. Gill. Agency: Perrin-Paus Co., Chicago. Acct. Exec.: Donald Paus.

UNITED STATES TOBACCO Co., 630 Fifth Ave., New York, Dill's Best and Model smoking tobaccos, Old Brier and Tweed pipe tobaccos, Bruton, Red Seal, Banjo, Rooster and Coppenhagen snuffs. Agency: Kudner Agency Inc., New York.

UNIVERSAL CHEMISTS Inc., 107 Northampton St., Boston. Adv. Exec.: A. J. White. Agency: Corey Snow Inc., Boston.

UNIVERSAL EDUCATIONAL GUILD, 17 Smith St., Brooklyn, World Scope encyclopedia. Agency: Bobley Co., New York. Acct. Exec.: Harry W. Bobley.

UNIVERSAL Mfg. Co., P. O. Box 5128, Bossier Station, Shreveport, La., Gym-Dandy gyms and steel slides. Adv. Exec.: I. Horowitz. Agency: Bryan & Bryan Adv., Shreveport. Acct. Exec.: Russell A. Farley.

UNIVERSAL MILLS, Kings Highway, P. O. Box 1380, Ft. Worth, Tex., flour and commercial mixed feeds, Red Chain feeds and Gold Chain flour. Adv. Exec.: George Kelley. Agency: Simmonds & Simmonds Inc., Chicago.

UNIVERSITY OF CHICAGO PRESS, 5750 Ellis Ave., Chicago. Adv. Exec.: Hazel Amberg. Agency: Sussman & Sugar Inc. New York.

UNIVERSITY OF PENNSYLVANIA, 34th & Woodland Sts., Philadelphia, courses of study. Agency: Al Paul Lefton Co., Philadelphia.

UNSINGER-AP Corp., 1801 Spielbush St., Toledo, knives, carton cutters and seam rippers. Adv. Exec.: Al Joseph. Agency: Clark & Rickerd Inc., Detroit.

THE UPPER ROOM, 1908 Grand Ave., Nashville, devotional guide and devotional literature. Adv. Exec.: Harold Hermann. Agency: Robert G. Fields & Co., Nashville.

UTAH OIL REFINING Co. Utah Oil Bldg., Salt Lake City, petroleum products. Agency: Gillham Adv. Inc., Salt Lake City. Acct. Exec.: M. C. Nelson.

UTICA BREWING Co., 600-615 Jay St., Utica, N. Y., Fort Schuyler light ale and lager. Adv. Exec.: J. H. Lalor. Agency: Farquhar & Co., Utica, N. Y.

UTICA KNITTING Co., 101 Mathews St., Utica, N. Y., underwear, sweaters, knit sportswear, sleeping garments and swim trunks. Agency: Anderson & Cairns Inc., New York.

UTILITIES ENGINEERING INSTITUTE Inc., 2525 N. Sheffield Ave., Chicago, trade school, technical courses, welding, drafting, refrigeration, air conditioning, auto body and fender, diesel and scientific motor tune-up. Adv. Exec.: Mrs. E. S. Carter. Agencies: The Phil Gordon Agency, Chicago; Muriel Wageman, Chicago.

UTILITY APPLIANCE Corp., 4851 S. Alemeda St., Los Angeles, heaters, coolers and gas ranges. Agency: BBDO, Los Angeles. Acct. Exec.: Robert H. Schmelzer.

V

V-M Corp., 4th & Park Sts., Benton Harbor, Mich., V-M Tri-O-Matic. Agency: Mayard Sales & Advertising Counsel, Benton Harbor, Mich. Acct. Exec.: F. J. Mayer.

VALENTINE & Co., 11 E. 36th St., New York, Valspar varnishes, paints, stains, lacquers, enamels, Nitro-Valspar, Valenite finishes and Valentine, Valon and Val-Speed products. Adv. Exec.: Milt Groth. Agency: Everling Assocs. Inc., Philadelphia. Acct. Exec.: Frank J. Corkery.

VALIER & SPIES MILLING Co., 5020 Shreve Ave., St. Louis, Dainty, So-Easy family flour, Enterprise flour, Dainty cake flour, V & S pancake and buckwheat, Old Fashioned graham and whole wheat flours. Adv. Exec.: R. B. Lahlein.

VALINCOT GARMENT Co., 1350 Broadway, New York, Valincot, Valinette and Valinsmock wash dresses of cotton.

VALLEY NATIONAL BANK, Phoenix, Ariz., bank services. Agency: Advertising Counselors of Arizona, Phoenix, Ariz. Acct. Exec.: Ivan N. Shun.

VAN DUTCH PRODUCTS Corp., 366 Canal Pl., New York, Van Dutch cocoa mix and pudding. Agency: Henry J. Zaleskie Adv., New York.

J. G. VAN HOLTEN & SON Inc., Sunny Slope Rd., Milwaukee, pickles. Agency: Baker, Johnson & Dickinson, Milwaukee. Acct. Exec.: John F. Luick.

C. J. VAN HOUTEN & ZOON Inc., 537 Greenwich St., New York, Van Houten's cocoa and chocolate. Agency: Roy S. Durstine Inc., New York.

VAN PATTEN PHARMACEUTICAL Co., 1227 Loyola St., Chicago, Allimin, Easamine and pharmaceutical products. Agency: Harold Schwartz & Assocs. Inc., Chicago.

VAN-S LABS., 1691 8th St., Oakland, Dentrix toothpaste and powder. Agency: Ley & Livingston, San Francisco.

VANGUARD Corp., 165 Front St., Chicopee, beach balls, toys, Disney characters. Adv. Exec.: Edward O. Clark Jr. Agency: Norman D. Waters & Assocs. Inc., New York.

VARDEN STUDIOS Inc., 28 S. Union St., Rochester, portrait photography, copy restoration and frames. Adv. Exec.: Helen Hagenbach. Agency: Charles L. Rumrill & Co., Rochester. Acct. Exec.: Albert Thomas.

VELVET PEANUT PRODUCTS Inc., 14471 Livernois St., Detroit. Agency: Simons-Michelson Co., Detroit.

VENICE MAID Co., Vineland, N. J., spaghetti sauces, spanish rice, meatballs in sauce, spaghetti with meatballs and ravioli in sauce. Adv. Exec.: John Pepper. Agency: J. Robert Mendte Inc., Philadelphia.

VENI-PLEX Corp. of America, 38 Gerard Ave., New York, Veni-Plex translucent venetian blinds. Agency: Alfred Auerbach Assocs., New York. Acct. Exec.: Martin Schrader.

VENTURA COASTAL LEMON Co. Ventura, Calif., Coastal Brand juices.

VERONICA OLIVE OIL Co., 310-312 Broadway, Oakland, peanut oil, salad oils and olive oils. Agency: Brooke, Small & Gautreaux, Oakland. Acct. Exec.: Hal Small.

KURT VERSEN LAMPS Inc., 4 W. Slocom Ave., Englewood, N. J., lamps. Agency: Lucerna Co., New York. Acct. Exec.: Emanuel Goldman.

VERTI-BLINDS, 1930 N. E. Broadway, Portland, vertical blinds.

VETTE Co., 458 W. Broadway, Glendale, Calif., Whiffen Puffs and Whiffen Chips. Agency: Calkins & Holden, Carlock, McClinton & Smith, Los Angeles. Acct. Exec.: David R. Fenwick.

VICK CHEMICAL Co., 122 E. 42d St., New York, Vicks VapoRub, Vicks Va-tro-nol nose drops, Vicks Medicated Cough Drops, Vicks inhaler and Sof skin Creme. Adv. Exec.: Henry A. Shull. Agencies: Morse Internationa

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Inc., New York. Acct. Exec.: E. Ward; BBDO, New York.

VICTOR INSULATORS Inc., Victor, N. Y., porcelain insulators, high and low voltage. Agency: Hutchins Adv. Co., Rochester. Acct. Exec.: Frank M. Hutchins.

VICTORY PACKING Co., 3363 E. 45th St., Los Angeles, Thoro-Fed dog and cat food and Kal Kan horsemeat with gravy. Adv. Exec.: Burton F. Lamfrom. Agency: Raymond R. Morgan Co., Hollywood.

VIGORTONE PRODUCTS Inc., 515 F Ave., N. W., Cedar Rapids, vitamin reinforced livestock feeds. Agency: Ambro Adv., Cedar Rapids.

VI-JON LABS., 6300 Etzel Ave., St. Louis, Vi-Jon hand lotion and antiseptic mouth wash. Adv. Exec.: Howard Short. Agency: Jim Daugherty Inc., St. Louis. Acct. Exec.: James M. Daugherty.

VIKON TILE Corp., Washington, N. J., Vikon cream wax and wall and ceiling tile. Adv. Exec.: Charles J. Jensen. Agency: St. Georges & Keyes Inc., New York.

VIMCO MACARONI PRODUCT Co., Carnegie, Pa. Adv. Exec.: Sam Viviano. Agency: James A. Stewart Co., Carnegie, Pa. Acct. Exec.: J. A. Stewart.

VINELAND POULTRY LABS., E. Lendis Ave., Vineland, N. J., vaccines and drugs. Adv. Exec.: Joseph Boorster. Agency: Sidney R. Nemarow Adv., Vineland, N. J.

VIRDANS FARMS, Phelps, N. Y., African violets and plant tonic. Agency: Wright Adv. Agency, Pittsford, N. Y.

VIRGINIA DARE EXTRACT Co., Bush Terminal No. 10, Brooklyn, Virginia Dare instant aid and general line extracts and flavoring specialties. Agency: Mann-Ellis, New York.

VIRGINIA PRODUCTS Co., American Bldg., Richmond, Old Virginia corned beef hash. Agency: Courtland D. Ferguson Inc., Richmond. Acct. Exec.: H. P. Martin.

VITAMIN Corp. of America, Div. of V. C. A. Labs., 274 Lafayette St., Newark, vitamins, Rybutal, Galucaps and B complex vitamin capsules. Agency: Duane Jones Co., New York. Acct. Exec.: Irv. Rill.

VITAMIN QUOTA, 880 Broadway, New York, vitamins. Agency: Grady & Wagner Co., New York.

VITA-VAR Corp., 1180 Raymond Blvd., Newark, paints, varnishes and enamels. Adv. Exec.: Miss R. Lazar. Agency: Hewitt, Ogilvy, Benson & Mather Inc., New York.

VIT-A-WAY Inc., 609 Neil P. Anderson Bldg., Ft. Worth, Vit-A-Way Livestock Fortifier. Agency: McBride & Holmes Adv., Ft. Worth. Acct. Exec.: Jack Holmes.

VI-TONE PRODUCTS Ltd., 198 Gage Ave., S., Hamilton, Ontario, Vi-Tone chocolate-flavored food drink, fast fudge mix, Egg-O baking powder and Mil-ko (powdered skim milk). Agency: James Lovick & Co. Ltd., Toronto.

V. VIVIANO & BROS. MACARONI Mfg. Co., 7th & Carr Sts., St. Louis, Viviano DeLuxe macaroni. Agency: Herrod & Assocs. St. Louis.

VOGUE PRODUCTS, 2420 Eads St., Los Angeles, Tuffenail, Lash-Kote and Quticare. Agency: The Jordan Co., Los Angeles.

VOICE OF PROPHECY Inc., 6840 Eastern Ave., N. W., Tacoma Park, Washington, D. C., bible study course and free book distribution. Agency: Western Adv. Agency, Los Angeles. Acct. Exec.: Milton Carlson.

W. J. VOIT RUBBER Corp., 1600 E. 25th St., Los Angeles, Voit athletic balls. Agency: Hixson & Jorgenson, Los Angeles. Acct. Exec.: J. Tyler MacDonald.

W

W. B. ASSOC., 22 E. 49th, New York, Softol cuticle products. Agency: Kenneth Rader Co., New York.

W. B. FOUNDATIONS Inc., 358 Fifth Ave., New York, W. B. Glamour, Filmy, Stylish Stout and One-Pull Youthline corsets. Agency: The Dunay Co., New York.

WABASH RAILROAD, Railway Exchange Bldg., St. Louis, railroad service. Adv. Exec.: Leo A. Brown. Agency: Gardner Adv. Co., St. Louis.

WACHOVIA BANK & TRUST Co., Winston-Salem, banking and trust services. Adv. Exec.: William H. Neal. Agency: The Merrill Anderson Co., New York. Acct. Exec.: Merrill Anderson.

WADHAMS DIV., Socony Vacuum Oil Co., 907 S. First St., Milwaukee, petroleum products. Adv. Exec.: E. G. Sandrock. Agency: Compton Adv., New York. Acct. Exec.: L. O. Holmberg.

WAFEX Inc., 3560 Broadway, New York, Wafex tablets. Agency: Grady & Wagner, New York. Acct. Exec.: Alfred P. Zabin.

WAGEMAKER Co., 566 Market St., S. W., Grand Rapids, Wolverine boats. Agency: Hall Adv., Grand Rapids.

AUGUST WAGNER BREWERIES Inc., 605 S. Front St., Columbus, Gambrinus beer. Agency: Byer & Bowman Adv., Columbus.

THE WAGNER AWNING & Mfg. Co., 2658 Scranton Rd., Cleveland, Wagner awnings, tarpaulins, flags, ice bags canvas specialties and industrial canvas products. Agency: The Bayless-Kerr Co., Cleveland. Acct. Exec.: L. Schweizer.

CHAS. P. WAGNER & BRO., 316 Tchoupitoulas St., New Orleans, Helen Ann and PaPoose food products. Agency: Bauerlein Adv., New Orleans.

WAIT-CAHILL Co., 320 E. Cerro Gordo, Decatur, Ill., Wait's Green Mountain cough syrup and G. M. liniment. Adv. Exec.: Jack W. Wait. Agency: Geoffrey Wade Adv., Chicago. Acct. Exec.: L. J. Nelson.

WAITT & BOND Inc., 1180 Raymond Blvd., Newark, Blackstone and Yankee cigars. Agency: Harry B. Cohen Adv. Co., New York. Acct. Exec.: Edward J. Rosenwald.

WALBECK FOODS, 29th & Parrish Sts., Philadelphia, Walbeck pickles. Adv. Exec.: Walter C. Becker. Agency: The Clements Co., Philadelphia. Acct. Exec.: David Roberts.

WALDES KOHINOOR Inc., 47-10 Austel Place, Long Island City, N. Y., Kover-Zip Nylon-Zip, Nu-Zip and plain slide fasteners, Kohinoor, Twinity and Liberty snap fasteners, Kohinoor hook eye tape and snap tape, Truarc retaining rings and pliers. Adv. Exec.: Joseph Bloom. Agency: Grey Adv. Inc., New York. Acct. Execs.: Harold Newman and Ralph Axthelm.

WALGREEN Co., 4300 Peterson Ave., Chicago, drugs, toiletries and sundries. Adv. Exec.: Orville G. Gile. Agency: Schwimmer & Scott Inc., Chicago.

WALKER-GORDON LAB. Co., Plainsboro, N. J., Walker-Gordon certified milk and Acidophilus milk. Agency: Clements Co., Philadelphia.

WALKER Mfg. Co. of Wisconsin, Racine, Wis., Walker jacks, electric lifts, silencers (mufflers) and oil filter. Adv. Exec.: Randall Snow. Agency: Keeling & Co., Indianapolis. Acct. Exec.: L. T. Sogard.

WALKER REMEDY Co., 224 Commercial St., Waterloo, Iowa, Walko poultry tablets. Agency: Weston-Barnett Inc., Waterloo. Acct. Exec.: Phillips Taylor.

WALKER'S AUSTEX CHILI Co., 310 San Antonio St., Austin, Walker's Austex chili con carne, tamales, Mexene chili beans, spaghetti and meat balls, beef stew, "Mexene" chili powder seasoning, Austex braised beef hash, deviled sandwich spread and enchiladas with meat and chili gravy. Agency: Crook Adv., Dallas. Acct. Exec.: Jim Anderson.

SEYMOUR WALLAS & Co., 1200 So. 8th St., St. Louis, Penny Wise, Peerless and Pin Money plastics. Adv. Exec.: Seymour Wallas. Agency: Westheimer & Block, St. Louis. Acct. Exec.: Louis Westheimer.

WALNUT GROVE PRODUCTS Co. Atlantic, Iowa, mineral feeds. Agency: Allen & Reynolds, Chicago, Omaha. Acct. Exec.: Milton Reynolds.

WALSH LABS., 525 W. 76th, Rodan rat killer, mouth mix, Aerosol insect spray and deodorants.

WALTHAM WATCH Co., Crescent St., Waltham, Mass., watches.

HENRY K. WAMPOLE & Co., 440 Fairmont Ave., Philadelphia. Agency: Gray & Rogers, Philadelphia.

JOHN WANAMAKER, 13th & Market St., Philadelphia, department store.

WAPLES-PLATTER Co., 1819 Jones St., Fort Worth, White Swan finer foods. Agency: Glenn Adv., Fort Worth.

WARD BAKING Co., 475 Fifth Ave., New York, Ward's Tip-Top bread and cakes. Agency: J. Walter Thompson Co., New York.

WARD LABS. Inc., 1430 Broadway, New York, Ward's formula. Adv. Exec.: Emile E. Kling. Agency: Blythe-Pennington, New York.

THE WARFIELD Co., 22 St. Bridge St., Chicago, T & T and Warfield spices, extracts, tea, coffee and chocolate products.

WARNER BROS. PICTURES Inc., 321 West 44th St., New York, motion pictures. Adv. Exec.: Gil Golden. Agency: Blaine-Thompson Co., New York. Acct. Exec.: Philip Solomon.

WARP BROTHERS, 1104 N. Cicero, Chicago, Flex-O-Glass, Glass-O-Net & Wyr-O-Glass and venetian screen. Adv. Exec.: Delbert Christensen. Agency: Presba, Fellers & Presba Inc., Chicago.

WARREN PAINT & COLOR Co. 700 Wedgewood Ave., Nashville, Warren's paint and varnish. Adv. Exec.: W. S. Gillespie. Agencies: Noble-Dury & Assoc., Nashville. Acct. Execs.: Wm. Graham and Albert Noble; Arthur G. Rippey & Co., Denver. Acct. Execs.: A. G. Rippey and Vern Ewing.

WARWICK CLUB GINGER ALE Co., 108 Pond St., West Warwick, R. I. Speedball orange and Grade A root beer. Adv. Exec.: Luke Clarke. Agency: Gordon Schonfarber & Assoc., Providence.

WASHBURN CANDY Corp., 71 Forest St., Brockton, Mass., Waleeco cocoanut bars. Agency: Jerome O'Leary Adv. Agency, Boston.

WASHINGTON COOPERATIVE FARMERS Assn., 201 Elliott Ave., W., Seattle, eggs and canned poultry. Agency: Pacific National Adv., Seattle. Acct. Exec.: H. O. Stone.

THE WASHINGTON DAILY NEWS, 1013 12th, N. W., Washington, D. C., newspaper. Adv. Exec.: Howard Grothe.

THE WASHINGTON POST, 1515 L St., N. W., Washington, D. C., newspaper. Adv. Exec.: Donald M. Bernard.

WASHINGTON PROPERTIES Inc., 2600 Woodley Road N. W., Washington, D. C., Wardman Park and Carlton hotels, office buildings and apartment buildings. Agency: Admasters Adv. Inc., Washington. Acct. Exec.: J. P. Jones.

WASHINGTON STATE ADVERTISING COMMISSION, Transportation Bldg., Olympia, Wash., tourist travel. Agency: Mac Wilkins, Cole & Weber, Seattle. Acct. Execs.: Lee Jacobi and Sidney Copeland.

WASHINGTON STATE APPLE COMMISSION, P. O. Box 18, Wenatchee, Wash., Washington State apples (S). Adv. Exec.: Harold Copple. Agency: J. Walter Thompson Co., Seattle. Acct. Exec.: Floyd Flint.

WASHINGTON STATE FRUIT COMMISSION, 126 S. 2d Ave., Yakima, Wash., cherries, apricots, peaches, Bartlett pears, plums and prunes. Agency: Pacific National Adv., Seattle. Acct. Exec.: William H. Horsley.

WASON BROTHERS Co., 3018 Western Ave., Seattle, Mello-Cup coffee, Mello-Jel gelatin dessert, Sugar House maple syrup and Mello-spred western style syrup. Adv. Exec.: Allen M. Rotman. Agency: Frederick E. Baker & Assoc., Seattle. Acct. Exec.: Peter Lyman.

H. P. WASSON & Co., 16 W. Washington St., Indianapolis, women's apparel. Adv. Exec.: A. L. Spencer. Agency: Sterling Adv. Inc., New York.

THE WATERMAN-WATERBURY Co., 1121 Jackson St., N. E., Minneapolis, warm air heating equipment and gas conversion burners. Agency: Mitchell & Mitchell Inc., Minneapolis. Acct. Exec.: Don Mitchell.

THE R. I. WATKINS Co., Div. of Sterling Drug Inc., 1450 Broadway, New York, Mulsified cocoanut oil shampoo, Glostora, Dr. Lyon's toothpowder and paste; Ayer's pectoral; Double Danderine; Astring-o-sol and Ammoniated Dr. Lyon's toothpowder. Agencies: The Thompson-Koch Co., New York; Dancer-Fitzgerald-Sample Inc., New York (radio).

THE WATSON-STANDARD Co., 225 Galveston Ave., Pittsburgh, paints, varnishes, enamels, industrial finishes, lithograph coatings, protective coatings and vinyl plastic coatings. Adv. Exec.: A. W. Steppler. Agency: Cabbot & Coffman Inc., Pittsburgh.

WAYNE BREWING Co., 1701 Parade St., Erie, beer and ale. Agency: Mitchel & Knepper, Erie. Acct. Exec.: George Mitchel.

THE WAYNE COUNTY PRODUCE Co., 221 Newell St., Brooklyn, vinegar, cider and food products. Adv. Exec.: Edward F. Knecht. Agency: Rose-Martin Inc., New York.

WAYNE SCHOOL Inc., 2525 N. Sheffield Ave., Chicago, home study and resident school-high school, dental assistant and practical nursing. Adv. Exec.: Mrs. E. S. Carter. Agencies: The Phil Gordon Agency Inc., Chicago; Muriel Wageman, Chicago (radio).

WEATHER SEAL Inc., Barberton, Ohio, combination storm windows, screens and combination doors. Adv. Exec.: Evan G. Moore.

WEATHERMAN, 430 N. Michigan Ave., Chicago, weather forecaster and Niresk M. O. Agency: Robert Kahn & Assoc., Chicago.

WEATHERMASTER WINDOW Corp., 1130 S. Michigan Ave., Chicago, Alsco combination storm windows, doors and porch enclosures. Adv. Exec.: H. L. Brown. Agency: Dubin Adv., Pittsburgh. Acct. Exec.: J. Dubin.

THOMAS J. WEBB Co., 416 W. Ontario St., Chicago. Thomas J. Webb coffee. Agency: Ivan Hill Inc., Chicago.

H. K. WEBSTER Co., 24 West St., Lawrence, Mass., Blue Seal feeds. Adv. Exec.: Frank GG. Peterson. Agency: Wright Adv. Agency, Pittsford, N. Y.

WECO PRODUCTS Co., 20 N. Wacker Dr., Chicago, Dr. West's Miracle Tufts and Dr. West's nylon tooth brushes; Dr. West's Miracle tooth paste, Gainsborough hair nets and powder puffs; Kec handkerchiefs. Adv. Exec.: O. B. Lyon. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: Kenneth J. Ward; Bisberne Adv. Co. (ethical advertising).

WEDGWOOD Div., Rheem Mfg. Co., Newark, Calif., Wedgwood gas range. Adv. Exec.: P. R. Shea. Agency: Hansen-Tipton Co., San Carlos, Calif.

WEIL & Co., 4400 Nickel Place, Cleveland, Don-De coffee. Adv. Exec.: M. E. Weiner. Agency: Lustig Adv., Cleveland.

WELCH GRAPE JUICE Co., 55 Fifth Ave., New York, all Welch Grape juice products. Adv. Exec.: Richard K. Manoff.

J. M. WELCH & Co., Framingham, Mass., Newport Brand sausage.

WELDON FARM PRODUCTS Inc., 155 John St., New York, Alba non-fat dry milk powder. Agency: Doyle, Dane & Bernbach Inc., New York. Acct. Exec.: J. Epstein.

WELLMAN, PECK & Co., 335 Embarcadero, San Francisco, Wellman flavor famous foods. Adv. Exec.: N. A. Pedersen. Agency: Pacific Adv. Staff, Oakland, Calif.

WELLS FARGO BANK & UNION TRUST Co., 4 Montgomery St., San Francisco, banking and trust services. Adv. Exec.: G. E. Dawson. Agency: Honig-Cooper Co., San Francisco. Acct. Exec.: Robert Akey.

WERTZ FEED PRODUCT, Box 86, Sioux City, livestock feed. Adv. Exec.: S. M. Wertz.Agency: Burgess Adv. Agency, Sioux City.

WESLEY RADIO LEAGUE, 4735 W. Fort St., Detroit, religious talks. Agency: Stanley G. Boynton Adv., Birmingham, Mich.

WESSON OIL & SNOWDRIFT SALES Co., 210 Baronne St., New Orleans, Wesson Oil and Snowdrift. Agencies: Kenyon & Eckhardt Inc., New York; Fitzgerald Adv., New Orleans. Acct. Exec.: J. L. Killeen.

WEST BEND ALUMINUM Co., West Bend, Wis., aluminum cooking utensils, gift ware and appliances. Adv. Exec.: L. E. Tollack. Agency: Hoffman & York Inc., Milwaukee.

BOB WEST GUITAR Co., 1665 N. Milwaukee Ave., Chicago, guitar course. Adv. Exec.: John E. Hopkinson. Agencies: E. H. Brown Adv. Agency, Chicago. Acct. Exec.: E. H. Brown; Dwight Adv. Agency, Chicago (radio).

WEST COAST SOAP Co., 26th & Poplar St., Oakland, Calif., Powow cleansers and White Navy soap. Agency: Buchanan & Co., San Francisco. Acct. Exec.: Al Gardner.

WEST END BREWING Co., 811 Edward St., Utica. Agency: Harry B. Cohen Adv. Co.,, New York.

WEST MICHIGAN TOURIST & RESORT ASSOC., Rowe Hotel, Grand Rapids, tourist promotion. Adv. Exec.: Aurey Strohpaul. Agency: Stevens Inc., Grand Rapids.

WESTCHESTER AQUARIUM SUPPLY Co., 454 Mamaroneck Ave., White Plains, N. Y., tropical fish and aquarium supplies. Agency: William Warren, New York. Acct. Exec.: Thomas Delaney.

WESTERN AIRLINES Inc., 6060 Avion Dr., Los Angeles, scheduled airline travel (S). Adv. Exec.: Bert D. Lynn. Agency: Buchanan & Co., Los Angeles. Acct. Exec.: Charles Coleman.

WESTERN AUTO SUPPLY Co. of Missouri, 2107 Grand Ave., Kansas City., automotive supplies. Adv. Exec.: H. W. Schlosser. Agency: Bruce B. Brewer & Co., Kansas City. Acct. Exec.: J. Kent Boyd.

WESTERN CONDENSING Co., 935 E. John St., Appleton, Wis., Whey & Whey products. Adv. Exec.: A. R. Finch. Agency: Klau-Van Pieterson-Dunlap Assoc., Milwaukee. Acct. Exec.: C. W. Atwood.

WESTERN GROCER Div. of Consolidated Grocers Corp., Marshalltown, Iowa, Jack Sprat food stores and Jack Sprat foods and chocolate cream coffee and Mayflower foods. Adv. Exec.: Frank C. Rubee. Agency: L. W. Ramsey Adv. Agency, Chicago. Acct. Exec.: L. W. Ramsey.

WESTERN-HOLLY APPLIANCE Co., 8536 Hays St., Culver City, Calif., Western Holly gas ranges. Adv. Exec.: George Burtt. Agency: Brooks Adv. Agency, Los Angeles.

WESTERN HOTELS Inc., 2d & Stewart St., Seattle, New Washington Hotel. Agency: Botsford, Constantine & Gardner, Seattle. Acct. Exec.: R. W. Knudsen.

WESTERN SOLVENTS Inc., 1 S. Bowen St., Longmont, Col., Saf oil and meal.

WESTERN STATIONERY Co., 110 E. 6th St., Topeka, personal stationery and printing. Adv. Exec.: F. E. Lindsey. Agency: Shaffer-Brennan-Margulis Adv. Co., St. Louis. Acct. Exec., S. I. Rosenfeld.

WESTGATE-SUN HARBOR Co., 1995 Bay Front, San Diego, Breast O'Chicken, Alamo, Westgate, Bits o' Sea and Breast o' Tuna, canned tuna. Adv. Exec.: Harold P. Requa Jr. Agency: Barnes-Chase Co., San Diego.

WESTINGHOUSE ELECTRIC Corp., 306 4th Ave., Pittsburgh, complete line industrial and domestic electrical apparatus and appliances. Adv. Exec.:

(Continued on page 446)

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

Harry J. Deines. Agencies: McCann-Erickson Inc., New York City (radio-television); Fuller & Smith & Ross Inc., Cleveland and New York.

WESTON BISCUIT Co., 2 Brighton Ave., Passaic, N. J., packaged biscuits (S). Adv. Exec.: W. B. Van Emburgh. Agency: W. Earl Bothwell Inc., New York. Acct. Exec.: H. S. Gardner.

WESTWARD-HO NURSERIES, Box 769, Oroville, Calif., flower bulbs. Adv. Exec.: S. C. Kellett.

WETALENE LABS., 743 W. 1st Avenue, Columbus, Ohio, Wetalene cleaning powder. Adv. Exec.: W. J. Mangold. Agency: Kenneth B. Butler & Assoc., Mendota, Ill. Acct. Exec.: Jack Westerman.

GEORGE H. WEYER Inc., 1219 Main, Kansas City, Sur-Lay, Pom-Po-Lay and Sparkling Oil hair tonic. Adv. Exec.: Miss E. K. Weyer. Agency: Russel C. Comer Co., Kansas City.

THE WHEATENA Corp., 1839 Elizabeth Ave., Rahway, N. J., cereal (S). Agency: Brisacher, Wheeler & Staff, New York. Acct. Exec.: R. I. Ide.

THE WHIPPLE Co., 58 N. Main St., Natick, Mass., Grandmother's mince meat and Grandmother's fruit syrups. Adv. Exec.: D. B. Howes. Agency: Harry M. Frost Co., Boston.

WHIRLPOOL Corp., North State St., St. Joseph, Mich., 1900 Whirlpool washers, 1900 ironers, automatics and dryers. Adv. Exec.: Donald H. Davidson. Agencies: Beaumont & Hohman Inc., Chicago (national advertising on Whirlpool Div.). Acct. Exec.: P. R. Thomas; Paxson Adv., Benton Harbor, Mich. (business and trade advertisment).

WHISTLE & VESS BEVERAGES Inc., 5020 Arsenal St., St. Louis, Whistle Orange Drink and Vess beverages. Adv. Exec.: L. C. Crook. Agencies: Padco Adv. Co., St. Louis (Whistle). Acct. Exec.: Paul D. Kranzberg; Oakleigh R. French & Assocs., St. Louis (Vess beverages).

R. H. WHITE Corp., 518 Washington St., Boston, household furnishings and equipment. Adv. Exec.: Winifred J. Kelly. Agency: Daniel F. Sullivan Inc., Boston. Acct. Exec.: Robert Sullivan.

WHITE ROCK Corp., 1 Park Ave., New York City, White Rock sparkling water and flavored beverages. Adv. Exec.: T. G. Prosser. Agency: Kenyon & Eckhardt, New York.

THE S. S. WHITE DENTAL Mfg Co., 211 So. 12th St., Philadelphia, equipment materials for dentistry; flexible shafts and electronic resistors, molded plasics for industry, Oraline toothpaste, tooth powder and mouthwash. Adv. Exec.: Harry P. Prager. Agencies: Peterson & Kempner Inc., New York (dental and industrial div.); Clements Co., Philadelphia, (Oraline toothpaste, tooth powder and mouthwash).

WHITE STAG Mfg. Co., 67 W. Burnside St., Portland, White Stag sport togs, play clothes, slacks, jackets and White Stag westwools; hunting and fishing clothes and Hirsch Weis canvas products. Adv. Exec.: Charles L. Baum. Agency: Don Allen & Assoc., Portland. Acct. Exec.: H. Richard Seller.

WHITE SULPHUR Co. of Sharon Springs, N. Y., Sharon Springs, N. Y., Health Spa-mineral waters. Adv. Exec.: Lillian E. Ball. Agency: Koehl, Landis & Landan Inc., New York. Acct. Exec.: Albert Koehl.

WHITE TOWER MANAGEMENTS Corp., Suburban Ave. & Main St., Stamford, restaurants. Agency: Owen & Chappell Inc., New York. Acct. Exec.: J. C. Morrow.

WHITEHALL PHARMACAL Co. (proprietary drug div.), 22 E. 40th St., New York, Anacin, BiSoDol powder and mints, Frey's Pin Worm remedy, Heet, Hill's Cascara Quinine tablets, Freezone, Petro-Syllium, Aspertane, Outgro, Guards cold tablets, Mystic hand cream and lotion, Edna Wallace Hopper cosmetics, Immac liquid deodorant, Jad Salts, Jo Cur Wave set, Kolynos tooth paste and tooth powder, Neet Depilatory, Louis Phillippe lipstick, Tassid, Tiz foot powder and tablets, Kriptin, Hope denture cleanser and adhesive and Melcalose Sperti Bio Dyne Ointment. Adv. Exec.: R. G. Rettig. Agencies: Sullivan Stauffer, Colwell & Bayles Inc., New York. Acct. Exec.: Clemens Hathaway (Bi-So-Dol mints and powder); John F. Murray Adv., New York. Acct. Exec.: Alice Carle (Anacin, Freezone, Heet, Outgro, Jad Salts, Hill's Nose Drops and Cascara Quinine tablets); Biow Co., New York. Acct. Exec.: Daniel Rodgers (Kolynos toothpaste, tooth powder and Melcalose tablets); Lawrence C. Gumbinner Adv., New York. Acct. Exec.: Milton Goodman (Edna Wallace Hopper cosmetics); Cecil & Presbrey Inc., New York. Acct. Exec.: Samuel Dalsimer (Petro-Syllium, Kriptin and Edna Wallace Hopper); Victor van der Linde Co., New York (Guards cold tablets); Ruthrauff & Ryan, Cincinnati (Sperti-Bio-Dyne ointment).

WHITE'S AUTO STORES, 1509 Lamar, Wichita Falls, Tex., miscellaneous products. Adv. Exec.: Charles H. Brice.

WHITING MILK Co., 40 Cambridge, Charlestown, Mass., milk, cream and dairy products. Adv. Exec.: Charles E. Herlihy. Agency: Chambers & Wiswell Inc., Boston. Acct. Exec.: Charles F. Hutchinson.

WIEBOLDT STORES Inc., 106 S. Ashland St., Chicago, department store merchandise. Adv. Exec.: E. T. Sullivan. Agency: Needham, Louis & Brorby Inc., Chicago.

THE GEORGE WIEDEMANN BREWING Co., 601 Columbia St., Newport, Ky., Wiedemann's Bohemian and Royal Amber beer. Adv. Exec.: H. Tracy Balcom Jr. Agency: Tatham-Laird Inc., Chicago. Acct. Exec.: Newton Cross.

JOSEPH WIESNER ORIGINALS Inc., 379 Fifth Ave., New York, costume jewelry. Agency: E. T. Howard Co., New York.

THE WIESSNER BREWING Co., 1108 Hillen St., Baltimore, Wiessner's premium beer. Agency: Dundon & Rosenbush Co., Baltimore. Acct. Exec.: E. H. Hudgins.

WIGGINS CHEMICAL Co., 205 Vine, Cincinnati, Wigg's waterless cleanser. Adv. Exec.: Stanley R. Wiggins. Agency: Associated Adv. Agency, Cincinnati.

WILBERT PRODUCTS Co., 805 E. 139th, New York City, No-Rub floor wax, furniture polish, No-Rub white shoe cleaner, No-Rub shoe polishes, Wilbert's ammonia, paste and liquid wax, paste shoe polishes, Javex liquid bleach, Dot cleanser and Fixit scratch removing furniture polish. Agency: Charles W. Hoyt Co., New York.

WILBUR-ELLIS Co., 320 California St., San Francisco, Southern Star fish. Agency: West-Marquis Inc., San Francisco. Acct. Exec.: Hal Marquis.

WILCOX-GAY Corp., Charlotte, Mich., Recordio recorder, radio-phonograph combination and TV receivers. Adv. Exec.: Joseph G. DeVico. Agency: Wallace-Lindeman Inc., Grand Rapids. Acct. Exec.: C. S. Blakeslee.

WILDROOT Co., 1740 Bailey Ave., Buffalo, Wildroot toilet preparations and Frostilla hand lotion. Adv. Exec.: J. W. Maurer. Agencies: BBDO, New York. Acct. Exec.: A. D. Lehmann; A. J. Denne & Co. Ltd., Toronto.

JOHN H. WILKINS Co., 525-537 R. I. Ave., N. E., Washington, D. C., Wilkins tea, tea balls and coffee. Agency: Lewis Edwin Ryan Inc., Washington. Acct. Exec.: J. Robert Corry.

WILL & BAUMER CANDLE Co., Syracuse, church and fancy candles and kindred articles. Adv. Exec.: Howard C. Will. Agency: Barlow Adv. Inc., Syracuse.

OSCAR H. WILL & Co., 322 4th St., Bismarck, N. D., seeds, nursery stock and flowers. Adv. Exec.: George F. Will. Agency: Lessing Adv. Co., Des Moines.

WILLARD HOTEL, 14th & Penn. Ave., N. W., Washington, D. C. Agency: Gershuny Assocs., Chicago.

WILLARD TABLET Co., 9 W. Washington St., Chicago, Willard's tablets (S). Adv. Exec.: T. S. Donahue. Agency: First United Broadcasters, Chicago. Acct. Exec.: Hugh Rager.

THE J. B. WILLIAMS Co., Glastonbury, Conn., shaving and toilet soaps, toilet preparations, Conti products, Skat, Skol and Skolex. Agencies: J. Walter Thompson Co., New York. Acct. Exec.: Samuel W. Meek; Bermingham, Castleman & Pierce, New York (Conti products).

WILLIAMS SLK LABS., 205 W. Highland Ave., Milwaukee, William's formula, William's Rux, Gasa tablets, William's Vitemex tablets, Williams Liquid vitamin compound. William's B complex and William's pharmaceuticals. Adv. Exec.: Stanley Williams. Agency: Advance Adv. Agency, Milwaukee.

WILLIAMSON CANDY Co., 4701 Armitage St., Chicago, Oh Henry and Party Pak candies. Agency: Aubrey, Finlay, Marley & Hodgson Inc., Chicago.

WILLIAMSON-DICKIE Mfg. Co., 509 W. Vickery Blvd., Ft. Worth, Dickie work clothes. Adv. Exec.: E. G. Elliott. Agency: Evans & Assocs. Adv., Ft. Worth. Acct. Exec.: Stanley Schlenther.

WILMAR Mfg Co., Hancock & Lehigh Aves., Philadelphia, peanut butter. Adv. Exec.: Robert B. Reinhart. Agency: Integrity Adv., Philadelphia. Acct. Exec.: Arthur Engleman.

WILSHIRE OIL Co., 1206 Maple Ave., Los Angeles, gasoline. Agency: Dan B. Miner Co., Los Angeles. Acct. Exec.: J. C. Morse.

WILSON BROTHERS, 2503 N. Delaware St., Springfield, Mo. hooked rug supplies. Agency: Ralph Neims Inc., Springfield.

WILSON GARMENT Mfg. Co., 337 S. Franklin St., Chicago, Youthmore coats and suits. Adv. Exec.: Harold Rosenberg. Agency: Arthur Meyerhoff & Co., Chicago. Acct. Exec.: Marshall Kissell.

WILSON LINE Inc., Chestnut St. Wharf, Philadelphia, steamship line. Adv. Exec.: Frank Weber. Agency: J. Robert Mendte Inc., Philadelphia.

WILSON MILK Co., 728 Chamber of Commerce Bldg., Indianapolis, Wilson's evaporated milk. Adv. Exec.: George E. Reis. Agency: Keeling & Co., Indianapolis. Acct. Exec.: L. H. Stormont.

WILSON SPORTING GOODS Co., 2037 N. Campbell Ave., Chicago, sporting and athletic goods. Adv. Exec.: Mark Cox. Agency: Ewell & Thurber Assocs., Chicago. Acct. Exec.: J. S. Ewell.

AR. WINARICK Inc., 805 E. 140th, New York City, Jeris hair tonic, Herpicide hair tonic and Jeris talc. Agency: Kastor, Farrell, Chesley & Cliford Inc., New York. Acct. Exec.: H. Kastor Kahn.

WINCHARGER Corp., E. 7th & Division St., Sioux City, wind-electric plants, tractor powered and engine driven electric generators from 250 watts to 30 kw; Fractional H. P. motors; antenna tower supports and antenna towers, Adv. Exec.: Harry D'Almaine. Agencies: Critchfield & Co., Chicago; Atlas Adv. Agency, Sioux City. Acct. Exec.: Milton Bolstein; Export Adv. Inc., Chicago (foreign).

WINE GROWERS GUILD, Lodi, Calif., Guild wine. Adv. Exec.: William V. Shaftner. Agency: Dancer, Fitzgerald & McDougal, San Francisco.

WINGS SHIRT Co., 4 W. 33d, New York. Wings shirts. Agency: Zlowe Co., New York. Acct. Exec.: Lee Babin.

WINSLOW CHIP Co., Green St., Marblehead, Mass., Winslow's potato chips, popcorn and canned potato sticks. Adv. Exec.: Carl Frost. Agency: Harry M. Frost Co. Boston.

WINTERSMITH CHEMICAL Co., 649 W. Hill St., Louisville, Wintersmith's tonic. Agencies: Doe-Anderson Adv., Louisville. Acct. Exec.: Warwick Anderson: Irwin Vladimir & Co., Chicago. Acct. Exec.: Richard H. Hobbs.

WISCONSIN DELLS CHAMBER OF COMMERCE, 314 Broadway, Wisconsin Dells, Wis. Agency: Reincke, Meyer & Finn Inc., Chicago. Acct. Exec.: Wallace Meyer.

WISCONSIN & MICHIGAN STEAMSHIP Co., 350 N. Plankinton Ave., Milwaukee, freight and passenger transportation. Adv. Exec.: Frank J. Knoblauch. Agency: Arthur Meyerhoff & Co., Milwaukee. Acct. Exec.: George Grabin.

WISCONSIN STATE DEPT. OF AGRICULTURE, State Capitol, Madison, Wis., Wisconsin State Brand cheese and Wisconsin creamery butter. Agency: Klau-Van Pietersom-Dunlap Assocs., Milwaukee. Acct. Exec.: Robert Long.

WISE POTATO CHIP Co., Berwick, Pa., Wise potato chips. Adv. Exec.: Percy C. Wilson. Agency: Lynn-Fieldhouse, Wilkes-Barre, Pa. Acct. Exec.: S. C. B. Lynn.

WILLIAM H. WISE & Co., 50 W. 47th St., New York, books. Adv. Exec.: Fred C. Breismeister. Agency: Huber Hoge & Sons, New York. Acct. Exec.: Cecil Hoge.

WOFFORD OIL Co., of Georgia, 140 Spring St., S. W., Atlanta, Pure-Pep and Purelube pure oil products. Agency: Leo Burnett Co., Chicago.

WOLF & DESSAUER, 923 S. Calhoun St., Fort Wayne, Ind., apparel, footwear and accessories. Adv. Exec.: William D. Einhorn. Agency: Dowd, Redfield & Johnstone Inc., New York.

WOLFE NURSERY, Stephenville, Tex., fruit trees and ornamentals. Adv. Exec.: Rose R. Wolfe.

WOMRATH BOOKSHOPS & LIBRARIES Inc., 421 Hudson St., New York, books for sale and rent, gifts and cards.

WONDER BOOKS Inc., 1107 Broadway, New York, children's 25c books. Adv. Exec.: T. C. Anderson. Agency: Sussman & Sugar Inc., New York. Acct. Exec.: Melvin Fauer.

WONDER ORANGE Co. 223 W. Erie St., Chicago, Wonder Orange flavoring syrups and bases and Eze orange. Adv. Exec.: Clayton J. Howel. Agency: Frances Hooper Adv. Chicago.

A. R. WOOD Mfg. Co., Luverne, Minn. radiant heat gas brooder and vaporizers. Agencies: Long Adv., San Jose; Chester A. Ettinger Adv., Cedar Rapids, Iowa.

WOODEN SHOE BREWING Co., Minster, Ohio, Wooden Shoe beer.

WOODMEN ACCIDENT Co., Lincoln, accident and health insurance. Agency: R. J. Potts-Calkins & Holden Inc., Kansas City.

HOTEL WOODSTOCK, 127 W. 43d, New York. Agency: Flint Adv. Assocs., New York. Acct. Exec.: Jos. D. Lubell.

WOOL BUREAU Inc., 16 W. 46th, New York, men's and women's wool apparel. Adv. Exec.: F. Eugene Ackerman. Agency: Grey Adv. Inc., New York.

THE WOOLFOAM Corp. 27-01 Bridge Plaza N., Long Island City, Woolfoam for woolens. Adv. Exec.: B. L. Roberts. Agency: Dowd, Redfield & Johnstone Inc., New York City. Acct. Exec.: L. L. Redfield.

WOOLRICH WOOLEN MILLS, Woolrich, Pa., cloth, work and sport garments. Adv. Exec.: J. W. Rich. Agency: Hutchins Adv. Co., Rochester.

C. A. WOOLSEY PAINT & COLOR Co., 229 E. 42d St., New York, marine and house paints, varnishes and enamels. Adv. Exec.: W. B. Hanft. Agency: Hicks & Greist Inc., New York. Acct. Exec.: C. Halverson.

F. W. WOOLWORTH Co., 233 Broadway, New York, Woolworth stores. Adv. Exec.: E. C. Burman. Agency: Lynn Baker Inc., New York.

WORD OF LIFE FELLOWSHIP Inc., 140 Nassau St., New York. Agency: Walter F. Bennett & Co., Chicago.

WORTH'S Inc., 6120 Easton Ave., St. Louis, women's apparel. Adv. Exec.: Alvin Goldfarb. Agency: The Harold Kirsch Co., St. Louis. Acct. Exec.: Harold Kirsch.

WORTZ BISCUIT Co., Box 629, Fort Smith, Ark., Ten-Der-Rist crackers and bisciuts. Adv. Exec.: Carl Wortz 3d. Agency: Gibbons Adv. Agency, Tulsa.

WRIGHT AERONAUTICAL DIV., Woodridge, N. J., cyclone aircraft engines. Agency Charles Dallas Reach Co., Newark. Acct. Exec.: D. G. Cutler.

E. T. WRIGHT & Co., Rockland, Mass. Wright arch preserver shoes for men and Wright Measure Made shoes. Adv. Exec.: L. McCarthy. Agency: H. B. Humphrey, Alley & Richards Inc., Boston.

WRIGHT Mfg. Co., 5223 Post Oak Rd., Houston, Wright rubber tile. Agency: Brennan Adv. Agency, Houston. Acct. Exec.: W. T. Morris.

WRIGHT & McGILL Co., 1463 York St., Denver, fishing tackle, supplies and Eagle Claw fish hooks. Adv. Exec.: S. M. Wright. Agency: Wayne Welch Inc., Denver. Acct. Exec.: Felix Pogliano Jr.

WILLIAM WRIGLEY JR. Co., 410 N. Michigan Ave., Chicago, Wrigley's chewing gum. Adv. Exec.: Henry L. Webster. Agencies: Arthur Meyerhoff & Co., Chicago (car cards and radio). Acct. Exec.: A. E. Meyerhoff; Charles W. Wrigley Co., Chicago (outdoor). Acct. Exec.: Charles Wrigley; Frances Hooper Adv., Chicago (magazines). Acct. Exec.: Frances Hooper; Ruthrauff & Ryan Inc., Chicago (business paper campaign and radio).

THE RUDOLPH WURLITZER Co., 10 W. Adams St., Chicago, pianos, accordions, automatic phonographs, musical instruments and Wurlitzer electronic organs. Agencies: Leo Burnett Co., Chicago (pianos, accordions and electronic organs); Landsheft & Barber Inc., Buffalo (automatic phonograph).

THE WYATT Mfg. Co., 500 N. 5th St. Salina, Kan., Jayhawk stackers, sweep rakes and hydraulic loaders and attachments, bazooka grain augers and Jayhawk field sprayers. Agency: Potts-Turnbull Adv. Co., Kansas City. Acct. Exec.: Frank Little.

WYLER & Co., 1050 W. Fullerton Ave., Chicago, packaged soups, bouillon cubes and dehydrated vegetables. Adv. Exec.: Arma S. Wyler. Agency: Weiss & Geller Inc., Chicago.

WYLER WATCH AGENCY Inc., 6 Fifth Ave., New York, Swiss watches Adv. Exec.: Alfred Wyler. Agency: Zlowe Co., New York.

WYNN OIL Co., 1151 W. 5th St., Azus Calif., Wynn's friction proofing oi Adv. Exec.: Norman S. Maxwel Agency: BBDO, Los Angeles. Acc Exec.: Paul Russell.

WYPE Corp., 2241 Gravois, St. Lou Wype paint auto enamels. Adv. Exec

U. S. AM BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of January 1, 1953)

**CP granted for increase in power. † Construction permit for new station. ‡ Special authorization for power or frequency. CP—Construction permit for frequency L—Limited time; operates night hours only when dominant station is not operating. DA—Directional antenna. D—Daytime operation. LS—Local sunset N—Night. U—Unlimited time. SH—Specified hours. Class of Station shown in parentheses.*

Call Letters	City	Power in Watts
	550 KC. REGIONAL	
KOY	Phoenix, Ariz. (III-A)	LS-5,000 N-1,000
KAFY	Bakersfield, Cal.	DA-1,000
KFMB	San Diego, Cal. (III-B)	DA-1,000
WGGA	Gainesville, Ga. (III) (CP from 1240 kc)	LS-5,000 DA-N-500
KFRM	Kansas City, Mo. (III)	DA-D-5,000
KSD	St. Louis, Mo. (III-A)	DA-N-5,000
KOPR	Butte, Mont. (III-B)	DA-N-1,000
WGR	Buffalo, N. Y. (III-A)	DA-N-5,000
KFYR	Bismarck, N. D. (III-A)	DA-N-5,000
WKRC	Cincinnati, O. (III-B)	LS-5,000 DA-U-N-1,000
KOAC	Corvallis, Ore. (III-A)	DA-5,000
WPAW	Pawtucket, R. I. (III)	D-1,000
KCRS	Midland, Tex. (III-B)	LS-5,000 DA-U-N-1,000
KTSA	San Antonio, Tex. (III-A)	DA-N-5,000
WDEV	Waterbury, Vt. (III-B)	DA-1,000
WSVA	Harrisonburg, Va. (III)	DA-N-1,000
WLIN	Merrill, Wisc. (III) *Wausau, Wis.	DA-N-1,000 *DA-5,000
KENI	Anchorage, Alaska (III-A)	5,000
KMVI	Wailuku, T. H. (III-A)	1,000
WPAB	Ponce, P. R. (III)	LS-5,000 N-1,000
	560 KC. REGIONAL	
WOOF	Dothan, Ala. (III)	D-5,000
KYUM	Yuma, Ariz. (III-B)	DA-N-1,000
KSFO	San Francisco, Cal. (III-A)	LS-5,000 N-1,000
KLZ	Denver, Colo. (III-A)	DA-5,000
WQAM	Miami, Fla. (III-A)	LS-5,000 N-1,000
WIND	Chicago, Ill. (III-A)	DA-5,000
WMIK	Middlesboro, Ky. (III)	D-500
WGAN	Portland, Me. (III-A)	DA-5,000
WHYN	Holyoke, Mass. (III-B)	DA-1,000
KWTO	Springfield, Mo. (III-B)	LS-5,000 DA-N-1,000 *DA-N-5,000
KMON	Great Falls, Mont. (III-A)	DA-N-5,000
WGAI	Elizabeth City, N. C. (III-A)	LS-1,000 DA-U-N-500
WFIL	Philadelphia, Pa. (III-A)	DA-5,000
WIS	Columbia, S. C. (III-A)	DA-N-5,000
WHBQ	Memphis, Tenn. (III-B)	LS-5,000 DA-U-N-1,000
KFDM	Beaumont, Tex. (III-A)	DA-N-5,000
KPQ	Wenatchee, Wash. (III-A)	DA-N-5,000
WJLS	Beckley, W. Va. (III-B)	LS-1,000 DA-N-500
	570 KC. REGIONAL	
WGWD	Gadsden, Ala. (III)	D-1,000
KCNO	Alturas, Cal. (III)	D-1,000
KLAC	Los Angeles, Cal. (III-A)	LS-5,000 N-1,000
WGMS	Washington, D. C. (III)	D-1,000
WACL	Waycross, Ga.	D-1,000
WKYB	Paducah, Ky.	LS-1,000 DA-U-N-500
WVMI	Biloxi, Miss. (III)	D-1,000
WMCA	New York, N. Y. (III-A)	DA-5,000
WSYR	Syracuse, N. Y. (III-A)	DA-5,000
WWNC	Asheville, N. C. (III-A)	DA-N-5,000
WKBN	Youngstown, O. (III-A)	DA-N-5,000
WNAX	Yankton, S. D. (III-A)	DA-N-5,000
WFAA	Dallas, Tex. (III-A) (See 820 kc)	DA-5,000
WBAP	Ft. Worth, Tex. (III-A) (See 820 kc)	DA-5,000
KUTA	Salt Lake City, Utah (III-A)	DA-5,000
KVI	Seattle, Wash. (III-A)	5,000
WMAM	Marinette, Wis. (IV)	LS-250 N-100
	580 KC. REGIONAL	
WTUS	Tuskegee, Ala. (III)	D-500
KCNA	Tucson, Ariz. (III)	LS-5,000 DA-N-500
KMJ	Fresno, Cal. (III-A)	5,000
WDBO	Orlando, Fla. (III-A)	DA-N-5,000
WGAC	Augusta, Ga. (III-B)	LS-5,000 DA-N-1,000
KFXD	Nampa, Ida. (III-B)	DA-N-5,000
WILL	Urbana, Ill. (III)	DA-D-5,000
KSAC	Manhattan, Kan. (III-B)	LS-5,000 N-500
WIBW	Topeka, Kan. (III-A)	DA-N-5,000
KALB	Alexandria, La. (III-B)	LS-5,000 DA-N-1,000
WTAG	Worcester, Mass. (III-A)	DA-5,000
WHP	Harrisburg, Pa. (III-A)	DA-N-5,000
WCHS	Charleston, W. Va. (III-A)	DA-N-5,000
WKTY	La Crosse, Wis. (III-B)	DA-1,000
KABI	Ketchikan, Alaska (III)	LS-1,000 N-500
WKAQ	San Juan, P. R. (III-A)	5,000
	590 KC. REGIONAL	
WRAG	Carrollton, Ala.	D-1,000
†KBHS	Hot Springs, Ark. (III)	D-1,000
KFXM	San Bernardino, Cal. (III-B)	DA-1,000
KCSJ	Pueblo, Colo. (III-B)	DA-N-1,000
WDLP	Panama City, Fla. (III-B)	DA-N-1,000
WAGA	Atlanta, Ga. (III-A)	DA-N-5,000
KID	Idaho Falls, Ida. (III)	LS-5,000 DA-N-1,000
WVLK	Lexington, Ky. (111-B)	DA-1,000
WEEI	Boston, Mass. (III-A)	DA-5,000
WKZO	Kalamazoo, Mich. (III-A)	DA-N-5,000
WOW	Omaha, Neb. (III-A)	5,000
WROW	Albany, N. Y. (III-B)	LS-5,000 DA-U-N-1,000
WGTM	Wilson, N. C. (III-A)	DA-5,000
KUGN	Eugene, Ore. (III)	DA-N-1,000
WARM	Scranton, Pa. (III)	DA-5,000
WMBS	Uniontown, Pa. (III-B)	DA-N-1,000
KTBC	Austin, Tex. (III-B)	LS-5,000 DA-N-1,000
KSUB	Cedar City, Utah (III-B)	DA-N-1,000
WLVA	Lynchburg, Va. (III-B)	DA-1,000
KHQ	Spokane, Wash. (III-A)	5,000
KGMB	Honolulu, T. H. (III-A)	5,000
	600 KC. REGIONAL	
KVCV	Redding, Cal. (III-B)	DA-1,000
KFSD	San Diego, Cal. (III-B)	DA-5,000
WICC	Bridgeport, Conn. (III-B)	LS-1,000 DA-U-N-500
WPDQ	Jacksonville, Fla. (III-A)	DA-N-5,000
WMT	Cedar Rapids, Ia. (III-A)	DA-N-5,000
WMRY	New Orleans, La. (III)	D-500
WCAO	Baltimore, Md. (III-A)	DA-5,000
WTAC	Flint, Mich. (III-B)	LS-1,000 DA-U-N-500
KGEZ	Kalispell, Mont. (III)	DA-1,000
WSJS	Winston-Salem, N. C. (III-A)	DA-5,000
KSJB	Jamestown, N. D. (III-A)	DA-5,000
WREC	Memphis, Tenn. (III-A)	DA-5,000
KROD	El Paso, Tex. (III-A)	DA-N-5,000
KERB	Kermit, Tex.	DA-D-1,000
KTBB	Tyler, Tex. (III)	LS-500 DA-N-1,000
KFQD	Anchorage, Alaska (III)	5,000
	610 KC. REGIONAL	
WSGN	Birmingham, Ala. (III-B)	LS-5,000 DA-N-1,000
KFRC	San Francisco, Cal. (III-A)	5,000
WIOD	Miami, Fla. (III-A)	DA-5,000
WCEH	Hawkinsville, Ga. (III)	D-500
KDAL	Duluth, Minn. (III-A)	DA-N-5,000
WDAF	Kansas City, Mo. (III-A)	5,000
KOJM	Havre, Mont. (III)	DA-1,000
WMUR	Manchester, N. H. (III-B)	LS-5,000 DA-U-N-1,000
KGGM	Albuquerque, N. M. (III-A)	DA-N-5,000
WAYS	Charlotte, N. C. (III-B)	LS-5,000 DA-U-N-1,000
WHKC	Columbus, O. (III-A)	DA-N-5,000
WIP	Philadelphia, Pa. (III-A)	DA-5,000
KLBS	Houston, Tex. (III-A)	DA-5,000
KVNU	Logan, Utah (III-B)	DA-N-1,000
WSLS	Roanoke, Va. (III-B)	DA-1,000
KWIE	Kennewick, Wash. (III)	DA-N-1,000
KFAR	Fairbanks, Alaska (III-A) (‡660 kc)	5,000 ‡10,000
	620 KC. REGIONAL	
KTAR	Phoenix, Ariz. (III-A)	DA-N-5,000
KNGS	Hanford, Cal. (III-B)	DA-N-1,000
WSUN	St. Petersburg, Fla. (III-A)	DA-N-5,000
†WTRP	La Grange, Ga. (III)	D-500
KWAL	Wallace, Idaho (III-B)	DA-N-1,000
KCOM	Sioux City, Ia. (III-B)	DA-1,000
WLBZ	Bangor, Me. (III-A)	DA-N-5,000
WRBC	Jackson, Miss. (III-B)	LS-5,000 DA-N-1,000
WVNJ	Newark, N. J. (III-A)	DA-5,000
WAGE	Syracuse, N. Y. (III-B)	LS-5,000 DA-N-1,000
WDNC	Durham, N. C. (III-B)	LS-5,000 DA-U-N-1,000
KGW	Portland, Ore. (III-A)	DA-5,000
WHJB	Greensburg, Pa. (III-B)	LS-1,000 DA-U-N-500
WROL	Knoxville, Tenn. (III-A)	DA-5,000
KWFT	Wichita Falls, Tex. (III-A)	DA-N-5,000
WCAX	Burlington, Vt. (III-A)	DA-5,000
WWNR	Beckley, W. Va. (III)	LS-1,000 DA-N-500
WTMJ	Milwaukee, Wis. (III-A)	DA-N-5,000
	630 KC. REGIONAL	
WAVU	Albertville, Ala. (III)	D-500
KVMA	Magnolia, Ark. (III)	D-1,000
†KXXL	Monterey, Cal. (III)	D-500
KVOD	Denver, Colo. (III-A)	DA-5,000
WMAL	Washington, D. C. (III-A)	DA-5,000
WSAV	Savannah, Ga. (III-A)	DA-N-5,000
KIDO	Boise, Idaho (III)	DA-5,000
WLAP	Lexington, Ky. (III)	LS-5,000 DA-U-N-1,000
WJMS	Ironwood, Mich. (III-B)	DA-N-1,000
KXOK	St. Louis, Mo. (III-A)	DA-5,000
KOH	Reno, Nev. (III-A)	LS-5,000 DA-N-1,000
WIRC	Hickory, N. C. (III)	D-1,000
WMFD	Wilmington, N. C. (III-B)	DA-1,000
WQAN	Scranton, Pa.	D-500
WPRO	Providence, R. I. (III-A)	DA-N-5,000
KGFX	Pierre, S. D. (IV)	D-200
KMAC	San Antonio, Tex. (III-A)	DA-5,000
KJNO	Juneau, Alaska (III)	LS-1,000 N-500
KPOA	Honolulu, T. H. (III-A)	5,000
	640 KC. CLEAR	
KFI	Los Angeles, Calif. (I-A)	50,000
WOI	Ames, Ia. (II)	D-5,000
WHKK	Akron, O. (II)	LS-1,000 DA-L-N-L-1,000
WNAD	Norman, Okla. (II)	D-1,000
	650 KC. CLEAR	
WSM	Nashville, Tenn. (I-A)	50,000
KRCT	Baytown, Tex. (II)	D-250
	660 KC. CLEAR	
KOWH	Omaha, Neb. (II)	D-500
WNBC	New York, N. Y. (I-A)	DA-50,000
WESC	Greenville, S. C. (II)	D-5,000
KSKY	Dallas, Tex. (II)	D-1,000
‡KFAR	Fairbanks, Alaska (III-A) (Also see 610 kc.)	10,000
	670 KC. CLEAR	
WMAQ	Chicago, Ill. (I-A)	50,000
	680 KC. CLEAR	
KNBC	San Francisco, Cal. (I-B)	50,000
WPIN	St. Petersburg, Fla. (II)	D-1,000
WCTT	Corbin, Ky. (II)	DA-N-1,000
WCBM	Baltimore, Md. (II)	LS-10,000 DA-U-N-5,000
WLAW	Lawrence, Mass. (II)	DA-50,000
WDBC	Escanaba, Mich.	DA-1,000
KFEQ	St. Joseph, Mo. (II)	DA-5,000
WINR	Binghamton, N. Y.	LS-1,000 DA-U-N-500
WRNY	Rochester, N. Y. (II)	D-250
WPTF	Raleigh, N. C. (II)	DA-N-50,000
WISR	Butler, Pa. (II)	D-250
WMPS	Memphis, Tenn. (II)	LS-10,000 DA-N-5,000

(Continued on page 448)

S. I. Rosenfeld. Agency: Shaffer-Brennam-Margulis Adv., St. Louis. Acct. Exec.: Sam B. Margulis.

X

XLNT SPANISH FOODS Co., 4301 Valley Blvd., Los Angeles, fresh delicatessen items. Agency: Hal Stebbins Inc., Los Angeles. Acct. Exec.: Hal Hickman.

Y

YEASTEX Co., Monticello, Iowa, pet food supplement. Agency: Food Research & Adv., Chicago. Acct. Exec.: Norman Kraff.

YOCUM BROTHERS, 150 N. 4th St., Reading, Y-B cigars. Adv. Exec.: D. F. Benbow. Agency: William Jenkins Adv., Philadelphia.

YOLANDE Corp., 16 E. 34th St., New York, Yolande underwear. Agency: Irving Serwer Adv., New York.

YONKERS RACEWAY, Yonkers, N. Y., raceway. Agency: Al Paul Lefton Co., New York. Acct. Exec.: James B. MacQuire.

YOSEMITE PARK & CURRY Co., Yosemite National Park, Calif., resort. Adv. Exec.: Henry P. Berrey. Agency: McCann-Erickson Inc., San Francisco. Acct. Fxec.: Hugh C. Thomas.

E. C. YOUNG Co., 184 S. Main St., Randolph, Mass., portable poultry houses and dog kennels. Agency: Harry M. Frost Co., Boston, Mass. Acct. Exec.: Raymond E. McLaughlin.

YOUNG PEOPLES CHURCH OF THE AIR Inc., 730 Chestnut St., Philadelphia, religious program. Agency: John Camp Adv. Agency, Fort Wayne, Ind.

YOUNG PEOPLE'S RECORD Inc., 920 Broadway, New York, children's phonograph records. Adv. Exec.: Gloria B. Quinlan. Agency: J. G. Proctor Co., New York. Acct. Exec.: Ray Hanna.

YOUNGSTOWN KITCHENS — MULLINS Mfg. Corp., Warren, Ohio, Youngstown Kitchens and cabinet sinks, base and wall cabinets and accessories, dishwashers and food waste disposals. Adv. Exec.: Marshall Adams. Agency: Brooke, Smith, French & Dorrance Inc., Detroit. Acct. Exec.: L. C. Barlow.

Z

ZENITH RADIO Corp., 6001 W. Dickens Ave., Chicago, radio and TV receivers. Adv. Exec.: D. H. Grigsby. Agency: Young & Rubicam, Chicago. Acct. Exec.: Scott Leonard.

ZEVEX Corp., 4545 N. Clark St. Chicago. Adv. Exec.: Howard Visel. Agency: E. H. Brown Adv. Agency, Chicago. Acct. Exec.: J. D. Morgan.

GEORGE ZIEGLER Co., 408 W. Florida St., Milwaukee, candy (S). Adv. Exec.: Joseph F. Spasaro. Agency: Mautner Agency, Milwaukee. Acct. Exec.: Margaret Flood.

ZINSMASTER BAKING Co., 2900 Park St., Minneapolis, 97 Shelburne St., St. Paul, bread, Hol-Ry and Zweiback toast. Adv. Exec.: Aaron J. Peterson.-Minneapolis. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Blake Cox.

ZIPPO MFG. Co., 36 Barbour St., Bradford, Pa., Zippo cigarette lighters. Agency: Geyer Adv., New York. Acct. Exec.: W. R. Mason.

ZIPPY PRODUCTS Inc., Lansdowne, Pa., Zippy liquid starch. Agencies: Buckley Organization, Philadelphia; John C. Dowd Inc., Boston; W. B. Geissinger & Co., Los Angeles.

ZIRA LABS., 21 Pine St., Bradford, Pa., Zip-Slip and Zirenn. Agency: Lloyd Mansfield Co., New York.

ZODIAC WATCH AGENCY, 521 Fifth Ave., New York, watches. Agency: Thomas & Delehanty, New York.

ZONITE PRODUCTS Corp., 100 Park Ave., New York, Zonite, Larvex, Forhan's, (A. C. Barnes Co.—Argyrol, Argyrol ointment Ovoferrin and Argypulvis). Agencies: Erwin, Wasey & Co., New York. Acct. Exec.: Arthur F. Willson; Erwin, Wasey of Canada Ltd., Toronto; Gotham Adv. Co., New York. Acct. Exec.: A. A. Kron.

XUM

AM Stations by Frequencies

(Continued from page 447)

Call Letters	City	Power in Watts
KABC	San Antonio, Tex. (II)	LS-50,000 DA-N-10,000
KOMW	Omak, Wash. (II)	D-1,000
WAPA	San Juan, P. R. (II)	10,0000
	690 KC. (Canadian) CLEAR	
WVOK	Birmingham, Ala. (II)	DA-D-50,000
†KBBA	Benton, Ark. (II)	D-250
KGGF	Coffeyville, Kan. (II)	LS-10,000 DA-U-N-5,000
WWEZ	New Orleans, La. (II)	DA-5,000
KSTL	St. Louis, Mo. (II)	D-1,000
KRCO	Prineville, Ore.	D-1,000
WHLM	Bloomsburg, Pa. (II)	DA-D-1,000
KUSD	Vermillion, S. Dak. (II)	DA-D-1,000
KEPO	El Paso, Tex. (II)	DA-10,000
KPET	Lamesa, Tex. (II)	250
KSVC	Richfield, Utah (II)	D-1,000
WCYB	Bristol, Va. (II)	D-10,000
WNNT	Warsaw, Va. (II)	D-250
KULA	Honolulu, T. H. (II)	10,000
	700 KC. CLEAR	
WLW	Cincinnati, O. (I-A)	50,000
	710 KC. CLEAR	
WKRG	Mobile, Ala. (II)	LS-1,000 DA-N-500
KMPC	Los Angeles, Cal. (II)	LS-50,000 DA-N-10,000
WGBS	Miami, Fla. (II)	LS-50,000 DA-U-N-10,000
WROM	Rome, Ga. (II)	D-1,000
KTBS	Shreveport, La. (II)	LS-10,000 DA-U-N-5,000
WHB	Kansas City, Mo. (II)	LS-10,000 DA-U-N-5,000
WOR	New York, N. Y. (I-B)	DA-50,000
WTPR	Paris, Tenn. (II)	D-250
KGNC	Amarillo, Tex. (II)	DA-10,000
KURV	Edinburg, Tex. (II)	D-250
KIRO	Seattle, Wash. (I-B)	DA-N-50,000
WDSM	Superior, Wis. (II)	DA-N-5,000
KFBC	Cheyenne, Wyo. (CP from 1240 kc)	LS-10,000 DA-U-N-1,000
WKJB	Mayaguez, P. R. (II)	LS-1,000 N-500
	720 KC. CLEAR	
WGN	Chicago, Ill. (I-A)	50,000
	730 KC. (Mexican) CLEAR	
WKTG	Thomasville, Ga. (II)	D-1,000
KWGB	Goodland, Kan. (II)	D-1,000
WFMW	Madisonville, Ky. (II)	D-250
WMTC	Vancleve, Ky. (II)	D-1,000
KTRY	Bastrop, La. (II)	D-250
WIHL	Hammond, La. (II) (CP for 1400 kc)	D-250
WACE	Chicopee, Mass. (II)	D-1,000
KWOA	Worthington, Minn. (II)	D-1,000
KWRE	Warrenton, Mo. (II)	D-500
WFMC	Goldsboro, N. C. (II)	D-1,000
WOHS	Shelby, N. C. (II)	D-250
WHWL	Nanticoke, Pa. (II)	D-1,000
WPIT	Pittsburgh, Pa. (II)	D-1,000
WPAL	Charleston, S. C. (II)	D-1,000
WLIL	Lenoir City, Tenn. (II)	D-1,000
WDIA	Memphis, Tenn. (II)	D-250
WKSR	Pulaski, Tenn. (II) (CP for 1420 kc)	D-250
KOPP	Ogden, Utah (II)	D-1,000
WPIK	Alexandria, Va. (II)	D-1,000
KULE	Ephrata, Wash. (II)	D-250
	740 KC. (Canadian) CLEAR	
†WBAM	Montgomery, Ala. (II)	DA-D-50,000
KBIG	Avalon, Cal. (II)	DA-D-10,000
KCBS	San Francisco (II)	DA-50,000
WORZ	Orlando, Fla. (II)	DA-1,000
†KLER	Lewiston, Ida. (II)	D-250
WVLN	Olney, Ill. (II)	D-250
KBOE	Oskaloosa, Ia. (II)	D-250
WNOP	Newport, Ky. (II)	DA-D-1,000
WTAO	Cambridge, Mass. (II)	D-250
KPBM	Carlsbad, N. M. (II)	D-1,000
WGSM	Huntington, N. Y. (II)	DA-D-1,000
WMBL	Morehead City, N. C. (II)	D-1,000
WPAQ	Mt. Airy, N. C. (II)	D-1,000
KRMG	Tulsa, Okla. (II)	LS-50,000 DA-U-N-25,000
WVCH	Chester, Pa. (II)	D-250
†WBAW	Barnwell, S. C. (II)	D-250
WIRJ	Humboldt, Tenn. (II)	D-250
WJIG	Tullahoma, Tenn. (II)	D-250
KTRH	Houston, Tex. (II)	DA-50,000
†WILB	Williamsburg, Va. (II)	D-500
WIAC	Santurce, P. R. (II)	DA-10,000
	750 KC. CLEAR	
WSB	Atlanta, Ga. (I-A)	50,000
WBMD	Baltimore, Md. (II)	D-1,000
KMMJ	Grand Island, Neb. (II)	LS-1,000 N-L-1,000
WHEB	Portsmouth, N. H. (II)	LS-1,000 NL-1,000
KSEO	Durant, Okla. (II)	D-250
KXL	Portland, Ore. (II)	LS-10,000 DA-L-N-L-10,000
WPDX	Clarksburg, W. Va. (II)	D-1,000
	760 KC. CLEAR	
WJR	Detroit, Mich. (II)	50,000
WCPS	Tarboro, N. C. (I-A)	D-1,000
KGU	Honolulu, T. H. (II)	LS-2,500 N-L-2,500
	770 KC. CLEAR	
KUOM	Minneapolis, Minn. (II)	D-5,000
WCAL	Northfield, Minn. (II)	D-5,000
WEW	St. Louis, Mo. (II)	D-1,000
‡KOB	Albuquerque, N. M. (II) (Also see 1030 kc)	LS-50,000 N-25,000
WJZ	New York, N. Y. (I-A)	50,000
KXA	Seattle, Wash. (II)	LS-1.000 N-L-1,000
	780 KC. CLEAR	
WBBM	Chicago, Ill. (I-A)	50,000
WJAG	Norfolk, Neb. (II)	LS-1,000 N-L-1,000
WCKB	Dunn, N. C. (II)	D-1,000
WBBO	Forest City, N. C. (II)	D-1,000
KSPI	Stillwater, Okla. (II)	D-250
WARL	Arlington, Va. (II)	D-1,000
	790 KC CLEAR	
KOSY	Texarkana, Ark. (III)	LS-1,000 DA-N-500
KECA	Los Angeles, Cal. (III-A)	DA-N-5,000
WLBE	Leesburg, Fla. (III-B)	DA-1,000
WQXI	Atlanta, Ga. (III)	LS-5,000 DA-N-1,000
WGRA	Cairo, Ga. (III)	D-1,000
KXXX	Colby, Kan. (III)	D-5,000
WGRC	Louisville, Ky. (III-B)	LS-5,000 DA-U-N-1,000
WSGW	Saginaw, Mich. (III-B)	DA-1,000
KGHL	Billings, Mont. (III-A)	DA-N-5,000
WWNY	Watertown, N. Y. (III-B)	DA-N-1,000
WTNC	Thomasville, N. C. (III)	D-1,000
KFGO	Fargo, N. D. (III-A)	DA-N-5,000
WAEB	Allentown, Pa. (III-B)	LS-500 DA-U-N-1,000
WPIC	Sharon, Pa. (III)	D-1,000
WEAN	Providence, R. I. (III-A)	DA-5,000
WETB	Johnson City, Tenn. (III)	D-1,000
WMC	Memphis, Tenn. (III-A)	DA-N-5,000
KTHT	Houston, Tex. (III-A)	DA-5,000
KFYO	Lupbbock, Tex. (III) (CP from 1340 kc)	LS-5,000 DA-U-N-1,000
WTAR	Norfolk, Va. (III-A)	DA-N-5,000
KVOS	Bellingham, Wash. (III-B)	DA-1,000
KNEW	Spokane, Wash. (III)	DA-5,000
WEAU	Eau Claire, Wis. (III-A)	DA-N-5,000
KFRB	Fairbanks, Alaska (III)	5,000
	800 KC. (Mexican) CLEAR	
WHOS	Decatur, Ala. (II)	D-1,000
WMGY	Montgomery, Ala. (II)	D-1,000
†KVOM	Morrilton, Ark. (III)	D-250
WLAD	Danbury, Conn. (II)	D-250
WMBM	Miami Beach, Fla. (II)	D-1,000
WWPF	Palatka, Fla. (II)	D-250
WJAT	Swainsboro, Ga. (II)	D-1,000
KXIC	Iowa City, Ia. (II)	DA-D-1,000
WBOK	New Orleans, La. (II)	DA-D-1,000
WCCM	Lawrence, Mass. (II)	D-1,000
KREI	Farmington, Mo. (CP from 1350 kc)	D-1,000
WKDN	Camden, N. J. (II)	D-1,000
KTOW	Oklahoma City, Okla. (II)	D-250
KPDQ	Portland, Ore. (II)	D-1,000
WCHA	Chambersburg, Pa. (II)	D-1,000
WDSC	Dillon, S. C. (II)	D-1,000
WEAB	Greer, S. C. (II)	D-250
KDDD	Dumas, Tex. (II)	D-250
KBUH	Brigham City, Utah (II)	D-250
WSVS	Crewe, Va. (II)	D-1,000
WHTN	Huntington, W. Va. (II)	D-1,000
	810 KC. CLEAR	
KGO	San Francisco, Cal. (I-B)	DA-50,000
WASL	Annapolis, Md. (II)	D-250
KCMO	Kansas City, Mo. (II)	LS-50,000 DA-N-10,000
WGY	Schenectady, N. Y. (I-B)	50,000
WKBC	N. Wilkesboro, N. C. (II)	D-1,000
WCEC	Rocky Mount, N. C. (II)	D-1,000
WEDO	McKeesport, Pa. (II)	D-1,000
KIKI	Honolulu, T. H. (II) (CP from 860 kc)	1,000
WKVM	San Juan, P. R. (CP from 1070 kc)	DA-25,000
	820 KC. CLEAR	
WAIT	Chicago, Ill. (II)	LS-5,000 N-L-5,000
WCBD	Chicago, Ill. (II)	D-5,000
WIKY	Evansville, Ind. (II)	D-250
WOSU	Columbus, O. (II)	LS-5,000 N-L-5,000
WFAA	Dallas, Tex. (I-A) (See 570 kc)	50,000
WBAP	Fort Worth, Tex. (I-A) (See 570 kc)	50,000
	830 KC. CLEAR	
WCCO	Minneapolis, Minn. (I-A)	50,000
KBOA	Kennett, Mo. (II)	D-1,000
WNYC	New York, N. Y. (II)	LS-1,000 DA-L-N-L-1,000
	840 KC. CLEAR	
WKAB	Mobile, Ala. (II)	D-1,000
WKNB	New Britain, Conn. (II)	D-1,000
WHAS	Louisville, Ky. (I-A)	50,000
WVPO	Stroudsburg, Pa. (II)	D-250
	850 KC. CLEAR	
WILD	Birmingham, Ala. (II) (CP from 1490 kc)	LS-10,000 DA-N-1,000
KOA	Denver, Colo. (I-A)	50,000
WRUF	Gainesville, Fla. (II)	DA-N-5,000
WHDH	Boston, Mass. (II)	DA-50,000
WKBZ	Muskegon, Mich. (II)	DA-1,000 *LS-5,000 *DA-U-N-1,000
KFUO	Clayton, Mo. (II)	LS-5,000 N-L-5,000
WXKW	Albany, N. Y. (II)	DA-10,000
WNAO	Raleigh, N. C. (II)	LS-10,000 DA-N-5,000
WJW	Cleveland, O. (II)	DA-5,000
WEEU	Reading, Pa. (II)	DA-N-1,000
WCAV	Norfolk, Va. (II)	DA-1,000
KTAC	Tacoma, Wash. (II)	DA-N-1,000
KILA	Hilo, T. H. (II)	1,000
	860 KC. (Canadian) CLEAR	
WAMI	Opp, Ala. (II)	D-1,000
KIFN	Phoenix, Ariz. (II)	D-250
KOSE	Osceola, Ark. (II)	D-1,000
KTRB	Modesto, Cal. (II)	LS-5,000 DA-N-1,000 *LS-10,000 *DA-U-N-1,000
†WKKO	Cocoa, Fla. (II)	D-250
WERD	Atlanta, Ga. (II)	D-1,000
WDMG	Douglas, Ga. (II)	D-1,000
KWPC	Muscatine, Ia. (II)	D-250
KOAM	Pittsburg, Kans. (II)	LS-10,000 DA-N-5,000
WSON	Henderson, Ky. (II)	D-500
WNAW	North Adams, Mass. (II)	D-250
KNUJ	New Ulm, Minn. (II)	D-1,000
†WEDA	Edenton, N. C. (II)	D-1,000
†WFMO	Fairmont, N. C. (II)	D-1,000
WHOD	Homestead, Pa. (II)	D-250
WTEL	Philadelphia, Pa. (II)	D-250
WLBG	Laurens, S. C. (II)	D-250
†KFST	Ft. Stockton, Tex. (II)	D-250
KPAN	Hereford, Tex. (II)	D-250
KSFA	Nacogdoches, Tex. (II)	D-1,000
KONO	San Antonio, Tex. (II)	LS-5,000 DA-N-1,000
WOAY	Oak Hill, W. Va. (II)	D-5,000
WFOX	Milwaukee, Wis. (II)	D-250
KIKI	Honolulu, T. H. (II) (CP for 810 kc)	250
WNEL	San Juan, P. R. (II)	DA-5,000
	870 KC. CLEAR	
KIEV	Glendale, Cal. (II)	D-250
WWL	New Orleans, La. (I-A)	DA-50,000
WKAR	E. Lansing, Mich. (II)	D-5,000
WHCU	Ithaca, N. Y. (II)	LS-1,000 N-L-1,000
WGTL	Kannapolis, N. C. (II)	D-1,000
KCNC	Fort Worth, Tex. (II)	D-250
WFLO	Farmville, Va. ((II)	D-1,000
	880 KC. CLEAR	
WCBS	New York, N. Y. (I-A)	50,000
WRRZ	Clinton, N. C. (II)	D-1,000
WRFD	Worthington, O. (II)	D-5,000
	890 KC. CLEAR	
WENR	Chicago, Ill. (I-A)	50,000
WLS	Chicago, Ill. (I-A)	50,000
WHNC	Henderson, N. C. (II)	D-1,000
KBYE	Oklahoma City, Okla. (II)	D-1,000
	900 KC. (Mexican) CLEAR	
WLBS	Birmingham, Ala. (II)	D-1,000
KLCN	Blytheville, Ark. (II) (CP for 910 kc)	D-1,000
KSJV	Sanger, Cal. (II)	D-1,000
WJWL	Georgetown, Del.	D-1,000
WSWN	Belle Glade, Fla. (II)	D-1,000
†WCGA	Calhoun, Ga. (II)	D-1,000
WJIV	Savannah, Ga. (II)	D-1,000
WKYW	Louisville, Ky. (II)	D-1,000
WLSI	Pikeville, Ky. (II)	D-1,000
†KREH	Oakdale, La. (II)	D-250
WATC	Gaylord, Mich. (II)	D-1,000
KTIS	Minneapolis, Minn. (II)	D-1,000
KFAL	Fulton, Mo.	D-1,000
KJSK	Columbus, Neb. (II)	D-1,000
WOTW	Nashua, N. H. (II)	D-1,000
†WSPN	Saratoga Springs, N. Y. (II)	D-250
WAYN	Rockingham, N. C. (II)	D-1,000
WIAM	Williamston, N. C. (II)	D-1,000
WAND	Canton, O. (II)	D-500
WFRO	Fremont, O. (II)	DA-D-500
WCPA	Clearfield, Pa. (II)	D-1,000
WCOR	Lebanon, Tenn. (II)	D-250
KALT	Atlanta, Tex. (II)	D-1,000
KMCO	Conroe, Tex. (II)	DA-D-500
KFLD	Floyada, Tex. (II)	D-250
KCLW	Hamilton, Tex. (II)	D-250
†KSEN	Richfield, Utah (II)	D-1,000
WATK	Antigo, Wis. (II)	D-250
	910 KC. REGIONAL	
KPHO	Phoenix, Ariz. (III-A)	DA-N-5,000
KLCN	Blytheville, Ark. (III) (CP from 900 kc)	D-1,000
KLX	Oakland, Cal. (III-A)	1,000 *DA-5,000
KPOF	Denver, Colo. (III-A)	LS-5,000 N-1,000
WHAY	New Britain, Conn. (III-A)	DA-5,000
WGAF	Valdosta, Ga. (III-A)	DA-N-5,000
WSUI	Iowa City, Ia. (III-A)	DA-5,000
†WLCS	Baton Rouge, La. (III) (CP from 1400 kc)	DA-1,000
WABI	Bangor, Me. (III-A)	DA-N-5,000
WFDF	Flint, Mich. (III-B)	DA-1,000
WCOC	Meridian, Miss. (III-A)	LS-5,000 D-1,000
†KBIM	Roswell, N. Mex. (III)	D-1,000
KCJB	Minot, N. D. (III)	DA-N-1,000
WPFB	Middletown, O. (III)	LS-1,000 N-100
KGLC	Miami, Okla. (III-B)	DA-1,000
WAVL	Apollo, Pa. (III)	D-1,000
WGBI	Scranton, Pa. (III-B)	LS-1,000 N-500
WSBA	York, Pa. (III-B)	DA-1,000
WORD	Spartanburg, S. C. (II)	DA-1,000
WJHL	Johnson City, Tenn. (III-A)	LS-5,000 DA-N-1,000
KRIO	McAllen, Tex. (III-B)	DA-1,000
KRRV	Sherman, Tex. (III-B)	DA-1,000
KALL	Salt Lake City, Utah (III-B)	DA-1,000
WRNL	Richmond, Va. (III-A)	DA-N-5,000
KVAN	Vancouver, Wash. (III-B)	DA-1,000
WDOR	Sturgeon Bay, Wis. (III)	D-500
WPRP	Ponce, P. R. (III-A)	DA-5,000
	920 KC. REGIONAL	
†WLSA	Andalusia, Ala.	D-1,000
WWWR	Russelville, Ala. (III)	D-1,000
KARK	Little Rock, Ark. (III-A)	DA-N-5,000
KVEC	San Luis Obispo, Cal. (III-B)	LS-1,000 N-500
KFXJ	Grand Junction, Colo. (III-B)	LS-1,000 N-500
WGST	Atlanta, Ga. (III-A)	LS-5,000 N-1,000
WMOK	Metropolis, Ill. (III)	D-500
WBAA	W. Lafayette, Ind. (III-B)	LS-5,000 DA-N-1,000
KFNF	Shenandoah, Ia. (III-B)	LS-1,000 N-500
†WTCW	Whitesburg, Ky. (III)	D-1,000
KDHL	Faribault, Minn. (III-B)	DA-1,000
KWAD	Wadena, Minn. (III-B)	DA-N-1,000
KBMY	Billings, Mont. (III) (CP from 1240 kc)	DA-N-1,000
KRAM	Las Vegas, Nev. (III-B)	LS-1,000 DA-N-500
KOLO	Reno, Nev. (III-B)	DA-1,000
WTTM	Trenton, N. J. (III-B)	DA-1,000
WKRT	Cortland, N. Y. (III-B)	LS-1,000 DA-N-500
WBBB	Burlington, N. C. (III)	D-1,000 *D-5,000
WKVA	Lewistown, Pa. (III)	D-1,000
WJAR	Providence, R. I. (III-A)	DA-5,000
WTND	Orangeburg, S. C. (III)	D-1,000
KELP	El Paso, Tex. (III)	D-1,000
KECK	Odessa, Tex. (III)	LS-1,000 DA-N-500
KTLW	Texas City, Tex. (III)	D-1,000
KXLY	Spokane, Wash. (III-A)	5,000
WMMN	Fairmont, W. Va. (III-A)	DA-N-5,000
WOKY	Milwaukee, Wis. (III)	*LS-5,000 *DA-U-N-1,000
KAHU	Waipahu, T. H. (III)	1,000
	930 KC. REGIONAL	
WETO	Gadsden, Ala. (III)	D-1,000
KHJ	Los Angeles, Cal. (III-A)	DA-5,000
KIUP	Durango, Colo. (III)	DA-N-1,000
WJAX	Jacksonville, Fla. (III-A)	DA-N-5,000
KSEI	Pocatello, Ida. (III-A)	DA-N-5,000
WTAD	Quincy, Ill. (III-B)	LS-5,000 DA-N-1,000
WKCT	Bowling Green, Ky. (III)	LS-1,000 DA-N-500
WFMD	Frederick, Md. (III-B)	DA-N-1,000
WREB	Holyoke, Mass.	D-500
WBCK	Battle Creek, Mich. (III-B)	DA-1,000
WSLI	Jackson, Miss. (III-A)	DA-N-5,000
KWOC	Poplar Bluff, Mo. (III) (CP from 1340 kc)	LS-1,000 DA-U-N-500
WWNH	Rochester, N. H. (III)	D-1,000
WPAT	Paterson, N. J. (III-A)	DA-5,000
WBEN	Buffalo, N. Y. (III-A)	DA-N-5,000
WIST	Charlotte, N. C. (III)	LS-5,000 DA-N-1,000
WRRF	Washington, N. C. (III)	LS-5,000 DA-N-1,000
WEOL	Elyria, O. (III-B)	DA-1,000
WKY	Oklahoma City, Okla. (III-A)	DA-N-5,000
KGAL	Lebanon, Ore. (III)	D-1,000
WCNR	Bloomsburg, Pa. (III)	D-1,000

Call Letters	City	Power in Watts
KSDN	Aberdeen, S. D. (III-B)	DA-1,000 *DA-N-1,000
KDET	Center, Tex. (III)	D-1,000
KITE	San Antonio, Tex. (III)	D-1,000
WSAZ	Huntington, W. Va. (III-B)	LS-5,000 DA-N-1,000
WLBL	Stevens Point, Wis. (III)	D-5,000
KTKN	Ketchikan, Alaska (III-A)	1,000

940 KC. (Mexican & Canadian) CLEAR

Call Letters	City	Power in Watts
KFRE	Fresno, Cal. (II)	DA-50,000
WINZ	Hollywood, Fla. (II)	DA-1,000 *LS-50,000 *DA-U-N-10,000
WMAZ	Macon, Ga. (II)	DA-10,000
WMIX	Mt. Vernon, Ill. (II)	D-1,000
KIOA	Des Moines, Ia. (II)	LS-10,000 DA-U-N-5,000
WTPS	New Orleans, La. (II)	LS-1,000 DA-N-500
WESA	Charleroi, Pa. (II)	D-250
KLYN	Amarillo, Tex. (II)	DA-1,000
WIPR	Rio Piedras, P. R. (II)	DA-10,000

950 KC. REGIONAL

Call Letters	City	Power in Watts
†WRMA	Montgomery, Ala. (III)	D-500
KXJK	Forrest City, Ark. (III)	D-1,000
KFSA	Ft. Smith, Ark. (III-B)	LS-1,000 DA-N-500
KFEL	Denver, Colo. (III-A)	DA-5,000
WLOF	Orlando, Fla. (III-A)	DA-N-5,000
WGTA	Summerville, Ga. (III)	D-1,000
WGOV	Valdosta, Ga. (III-A)	LS-5,000 DA-U-N-1,000
KDSH	Boise, Ida. (III-A)	DA-N-5,000
WAAF	Chicago, Ill. (III)	D-1,000
KOEL	Oelwein, Ia.	DA-500
†KJRG	Newton, Kans. (III)	D-500
WORL	Boston, Mass. (III)	D-5,000
WWJ	Detroit, Mich. (III-A)	DA-N-5,000
WARC	Rochester, N. Y. (III-B)	DA-1,000
WIBX	Utica, N. Y. (III-A)	DA-5,000
WNCC	Barnesboro, Pa. (III)	D-500
WPEN	Philadelphia, Pa. (III-A)	DA-N-5,000
WSPA	Spartanburg, S. C. (III-A)	DA-N-5,000
KWAT	Watertown, S. D. (III-B)	DA-N-1,000
†WFRA	Franklin, Tenn. (III)	D-1,000
KDSX	Denison, Tex. (III)	DA-500
KPRC	Houston, Tex. (III-A)	DA-N-5,000
KSEL	Lubbock, Tex. (III-B)	LS-1,000 DA-N-500
WXGI	Richmond, Va. (III)	D-1,000
KJR	Seattle, Wash. (III-A)	DA-N-5,000
WKNA	Charleston, W. Va. (III-B)	LS-5,000 DA-U-N-1,000

960 KC. REGIONAL

Call Letters	City	Power in Watts
WBRC	Birmingham, Ala. (III-A)	DA-N-5,000
†WMOZ	Mobile, Ala. (III)	D-1,000
KOOL	Phoenix, Ariz. (III-A)	DA-N-5,000
KROW	Oakland, Cal. (III-A)	1,000
†KVRV	Victorville, Cal. (III)	D-5,000
WELI	New Haven, Conn. (III-B)	DA-N-1,000
WRFC	Athens, Ga. (III)	LS-1,000 DA-N-500
WSBT	South Bend, Ind. (III-A)	DA-5,000
KMA	Shenandoah, Ia. (III-A)	DA-N-5,000
†KJRG	Newton, Kans. (III)	D-500
†WPRT	Prestonsburg, Ky. (III)	D-1,000
KROF	Abbeville, La. (III)	D-1,000
WBOC	Salisbury, Md. (III-B)	DA-N-1,000
WHAK	Rogers City, Mich. (III)	D-1,000 *D-5,000
KLTF	Little Falls, Minn. (III)	D-500
WABG	Greenwood, Miss. (III)	LS-1,000 DA-N-500
KFVS	Cape Girardeau, Mo. (III-B)	LS-1,000 DA-N-500
KNEB	Scottsbluff, Neb. (III)	LS-1,000 DA-U-N-500
WEAV	Plattsburg, N. Y. (III-B)	DA-1,000
WFTC	Kinston, N. C. (III)	LS-5,000 DA-N-1,000
WWST	Wooster, O. (III)	D-1,000
KGWA	Enid, Okla. (III-B)	DA-1,000
KIMP	Mt. Pleasant, Tex. (III)	D-1,000
KGKL	San Angelo, Tex. (III-B)	LS-5,000 DA-N-1,000
KOVO	Provo, Utah (III-B)	DA-N-1,000 *LS-5,000 *DA-N-1,000
WDBJ	Roanoke, Va. (III-A)	DA-N-5,000
KALE	Richmond, Wash. (III)	DA-N-1,000
WTCH	Shawano, Wis. (III)	DA-N-1,000

970 KC. REGIONAL

Call Letters	City	Power in Watts
WERH	Hamilton, Ala. (III)	D-1,000 *D-5,000
KNEA	Jonesboro, Ark. (III)	D-1,000
KBIS	Bakersfield, Cal. (III)	DA-1,000
KBOX	Modesto, Cal. (III)	DA-1,000
WFLA	Tampa, Fla. (III-A)	DA-N-5,000
WGLS	Decatur, Ga. (III)	D-1,000
WVOP	Vidalia, Ga. (III)	D-1,000
WMAY	Springfield, Ill. (III)	LS-1,000 DA-U-N-500
WAVE	Louisville, Ky. (III-A)	DA-5,000
KSYL	Alexandria, La. (III-B)	DA-N-1,000
WCSH	Portland, Me. (III-A)	DA-N-5,000
WKHM	Jackson, Mich. (III)	DA-1,000
KOOK	Billings, Mont. (III-A)	DA-N-5,000
†KNBR	North Platte, Neb. (III)	DA-D-1,000
WAAT	Newark, N. J. (III-B)	LS-5,000 DA-N-1,000
WEBR	Buffalo, N. Y. (III-A)	DA-5,000
†WCHN	Norwich, N. Y. (III)	D-500
WRCS	Ahoskie, N. C. (III)	D-1,000
WDAY	Fargo, N. D. (III-A)	DA-N-5,000
WICA	Ashtabula, O. (III-B)	LS-5,000 DA-U-N-1,000
KAKC	Tulsa, Okla. (III-B)	LS-1,000 DA-U-N-500
KOIN	Portland, Ore. (III-A)	DA-N-5,000
WWSW	Pittsburgh, Pa. (III-A)	DA-5,000
WJMX	Florence, S. C. (III)	LS-5,000 DA-N-1,000
KWBC	Ft. Worth, Tex. (III)	D-1,000
KREM	Spokane, Wash. (III)	DA-N-1,000
WWYO	Pineville, W. Va. (III)	D-1,000
WHA	Madison, Wis. (III)	D-5,000
KHBC	Hilo, T. H. (III-A)	1,000

980 KC. REGIONAL

Call Letters	City	Power in Watts
WKLF	Clanton, Ala. (III)	D-1,000
KFWB	Los Angeles, Cal. (III-A)	5,000
WRC	Washington, D. C. (III-A)	DA-N-5,000
WKLY	Hartwell, Ga. (III)	D-1,000
KCIJ	Shreveport, La. (III)	D-5,000
WCAP	Lowell, Mass. (III)	D-1,000
WPBC	Minneapolis, Minn. (III)	D-500
KMBC	Kansas City, Mo. (III)	DA-N-5,000
KSGM	Ste. Genevieve, Mo. (III)	DA-500
KICA	Clovis, N. M. (III)	DA-N-1,000
WTRY	Troy, N. Y. (III-A)	DA-5,000
WAAA	Winston-Salem, N. C. (III)	D-1,000
WONE	Dayton, O. (III-A)	DA-5,000
WILK	Wilkes-Barre, Pa. (III)	LS-5,000 DA-U-N-1,000
KDSJ	Deadwood, S. D. (III)	DA-N-1,000
WSIX	Nashville, Tenn. (III-A)	DA-N-5,000
KFRD	Rosenberg, Tex. (III)	D-1,000
WFHG	Bristol, Va. (III)	DA-N-1,000
WWOC	Manitowoc, Wis. (III)	D-1,000

990 KC. (Canadian) CLEAR

Call Letters	City	Power in Watts
WWWF	Fayette, Ala. (II)	D-1,000
KWEM	W. Memphis, Ark. (II)	D-1,000
KECC	Pittsburg, Cal. (II)	DA-N-1,000
WLCR	Torrington, Conn. (II)	D-1,000
WHOO	Orlando, Fla. (II)	LS-10,000 DA-N-5,000
WDWD	Dawson, Ga. (II)	D-1,000
WCAZ	Carthage, Ill. (II)	D-1,000
WITZ	Jasper, Ind. (II)	D-1,000
KAYL	Storm Lake, Ia. (II)	D-250
WJMR	New Orleans, La. (II)	D-250
WBET	Brockton, Mass. (II) (CP for 1460 kc)	D-1,000
KRMO	Monett, Mo. (II)	D-250
KSVP	Artesia, N. Mex. (III) (CP from 1450 kc)	LS-1,000 N-250
WEEB	Southern Pines, N. C. (II)	D-1,000
WJEH	Gallipolis, O. (II)	D-250
WIBG	Philadelphia, Pa. (II)	DA-10,000
WVSC	Somerset, Pa. (II)	D-250
WAKN	Aiken, S. C. (II)	D-1,000
WNOX	Knoxville, Tenn. (II)	DA-N-10,000
KTRM	Beaumont, Tex. (II)	DA-1,000 *LS-5,000 *DA-U-N-1,000
KFDX	Wichita Falls, Tex. (II)	LS-10,000 DA-U-N-1,000
†WNRV	Harrows, Va. (II)	D-1,000
WANT	Richmond, Va. (II)	D-1,000
WKLJ	Sparta, Wis.	D-250
WPRA	Mayaguez, P. R. (II)	DA-10,000

1000 KC. (U. S. & Mexican) CLEAR

Call Letters	City	Power in Watts
WCFL	Chicago, Ill. (I-B)	DA-50,000
KTOK	Okla. City, Okla. (II)	LS-5,000 DA-U-N-1,000 *DA-5,000
KSTA	Coleman, Tex. (II)	D-250
KGRI	Henderson, Tex. (II)	D-250
WHWB	Rutland, Vt. (II)	D-1,000
KOMO	Seattle, Wash. (I-B)	DA-N-50,000

1010 KC. (Canadian & Cuban) CLEAR

Call Letters	City	Power in Watts
WJMW	Athens, Ala. (II)	D-250
KVNC	Winslow, Ariz. (II)	LS-1,000 DA-U-N-500
KLRA	Little Rock, Ark. (II)	LS-10,000 DA-N-5,000
KCHJ	Delano, Cal. (II)	D-1,000
†KPOO	San Francisco, Cal. (II)	D-1,000
WCNU	Crestview, Fla. (II)	D-1,000
WJVB	Jacksonville Beach, Fla. (II)	D-250 *D-1,000
WEAS	Decatur, Ga. (II)	D-10,000
WCSI	Columbus, Ind. (II)	D-250
KSMN	Mason City, Ia. (II)	D-1,000
KIND	Independence, Kan. (II)	D-250
KDLA	DeRidder, La. (II)	D-1,000
WSID	Essex-Baltimore, Md. (II)	D-1,000
WAPF	McComb, Miss. (II)	D-250
KCHI	Chillicothe, Mo.	D-250
KJCF	Festus, Mo. (II)	D-250
KRVN	Lexington, Neb. (II)	DA-D-25,000
WINS	New York, N. Y. (II)	DA-50,000
WABZ	Albemarle, N. C. (II)	D-1,000
WELS	Kinston, N. C.	D-1,000
WHIN	Gallatin, Tenn. (II)	D-1,000
KAMQ	Amarillo, Tex. (II)	LS-1,000 DA-N-500
KMLW	Marlin, Tex.	D-250
WMEV	Marion, Va. (II)	D-1,000
WSPT	Stevens Point, Wis. (II)	D-250

1020 KC. CLEAR

Call Letters	City	Power in Watts
KFVD	Los Angeles, Cal. (II)	LS-5,000 N-L-5,000
WCIL	Carbondale, Ill. (II)	D-1,000
WPEO	Peoria, Ill. (II)	D-1,000
KDKA	Pittsburgh, Pa. (I-A)	50,000

1030 KC. CLEAR

Call Letters	City	Power in Watts
WBZ	Boston, Mass. (I-B)	DA-50,000
WBZA	Springfield, Mass. (II)	1,000
KOB	Albuquerque, N. M. (II) (SSA on 770 kc)	10,000 *50,000
‡KWBU	Corpus Christi, Tex. (II)	D-50,000

1040 KC. CLEAR

Call Letters	City	Power in Watts
WHO	Des Moines, Iowa (I-A)	50,000
KIXL	Dallas, Tex. (II)	D-1,000

1050 KC. (Mexican) CLEAR

Call Letters	City	Power in Watts
WRFS	Alexander City, Ala. (II)	D-1,000
WCRI	Scottsboro, Ala. (II)	D-250
KVLC	Little Rock, Ark. (II)	D-1,000
KVSM	San Mateo, Cal. (II)	D-250 *D-1,000
KWSO	Wasco, Cal. (II)	D-1,000
KLMO	Longmont, Colo. (II)	D-250
WIVY	Jacksonville, Fla. (II)	D-1,000
WHBO	Sulphur Springs, Fla. (II)	D-250
WJAZ	Albany, Ga. (II)	D-250
WAUG	Augusta, Ga. (II)	D-250
WDZ	Decatur, Ill. (II)	D-1,000
KGAR	Garden City, Kan. (II)	D-1,000
WZIP	Covington, Ky. (II)	D-250
WKTM	Mayfield, Ky. (II)	D-1,000
WGAY	Silver Spring, Md. (II)	D-1,000
WPAG	Ann Arbor, Mich. (II)	D-1,000
†KSIS	Sedalia, Mo. (II)	D-1,000
WACR	Columbus, Miss. (II)	D-250
†KLEA	Lovington, N. Mex. (II)	D-250
WMGM	New York, N. Y. (II)	DA-50,000
WWGP	Sanford, N. C. (II)	D-1,000
KFMJ	Tulsa, Okla. (II)	D-1,000
WLYC	Williamsport, Pa. (II)	D-1,000
WRAP	Norfolk, Va. (II)	D-500
WRIC	Richlands, Va. (II)	D-1,000
KRKL	Kirkland, Wash. (II)	D-250
WRFW	Eau Claire, Wis. (II)	D-1,000
WLIP	Kenosha, Wis. (II)	D-250
WOKW	Sturgeon Bay, Wis. (II)	D-250

1060 KC. (U. S. & Mexican) CLEAR

Call Letters	City	Power in Watts
WIBV	Belleville, Ill. (II)	D-250
WNOE	New Orleans, La. (II)	LS-50,000 DA-U-N-5,000
WHFB	Benton Harbor, Mich. (II)	D-1,000
WMAP	Monroe, N. C. (II)	D-250
WCMW	Canton, Ohio (II)	D-1,000
KYW	Philadelphia, Pa. (I-B)	DA-50,000

1070 KC. (U. S. & Canadian) CLEAR

Call Letters	City	Power in Watts
WAPI	Birmingham, Ala. (II)	LS-10,000 DA-N-5,000
KNX	Los Angeles, Cal. (I-B)	50,000
WVCG	Coral Gables, Fla. (II)	D-1,000
WIBC	Indianapolis, Ind. (II)	LS-50,000 DA-U-N-10,000
KFBI	Wichita, Kan. (II)	LS-10,000 DA-N-1,000
KHMO	Hannibal, Mo. (II)	LS-5,000 DA-U-N-1,000
WHPE	High Point, N. C. (II)	D-1,000
KBKI	Alice, Tex. (II)	DA-N-1,000
WKOW	Madison, Wis. (II)	LS-10,000 DA-U-N-5,000
WKVM	San Juan, P. R. (II) (CP for 810 kc)	DA-25,000

1080 KC. CLEAR

Call Letters	City	Power in Watts
KSCO	Santa Cruz, Cal. (II)	LS-1,000 DA-N-500
WTIC	Hartford, Conn. (I-B)	DA-N-50,000
WKLO	Louisville, Ky. (II)	LS-5,000 DA-U-N-1,000
WOAP	Owosso, Mich. (II)	D-250
WREX	Duluth, Minn. (II)	LS-10,000 DA-U-N-5,000
WXRA	Kenmore, N. Y. (II)	D-1,000
WEWO	Laurinburg, N. C. (II)	D-1,000
KWJJ	Portland, Ore. (II)	DA-10,000
WPGH	Pittsburgh, Pa. (II)	D-1,000
KRLD	Dallas, Tex. (I-B)	DA-N-50,000

1090 KC. (U. S. & Mexican) CLEAR

Call Letters	City	Power in Watts
KTHS	Hot Springs, Ark. (I-B) *Little Rock, Ark.	LS-10,000 N-1,000 *DA-N-50,000
WCRA	Effingham, Ill. (II)	D-250
KBOK	Waterloo, Ia. (II)	D-1,000
WBAL	Baltimore, Md. (I-B)	DA-N-50,000
WBMS	Boston, Mass. (II)	D-1,000
WMUS	Muskegon, Mich. (II)	D-1,000
KING	Seattle, Wash. (II)	DA-50,000

1100 KC. CLEAR

Call Letters	City	Power in Watts
KJBS	San Francisco, Cal. (II)	LS-1,000 N-L-1,000
WLBB	Carrollton, Ga. (II)	D-250
WHLI	Hempstead, N. Y. (II)	D-250
WTAM	Cleveland, O. (I-A)	50,000
WGPA	Bethlehem, Pa. (II)	D-250

1110 KC CLEAR

Call Letters	City	Power in Watts
KXLA	Pasadena, Cal. (II)	DA-10,000
WALT	Tampa, Fla. (II)	D-1,000
WMBI	Chicago, Ill. (II)	LS-5,000 N-L-5,000
KFAB	Omaha, Neb. (I-B)	DA-N-50,000
WBT	Charlotte, N. C. (I-B)	DA-N-50,000
KBND	Bend, Ore.	DA-N-1,000
WNAR	Norristown, Pa. (II)	D-500
WHIM	Providence, R. I.	D-1,000
KIPA	Hilo, T. H. (II)	1,000
WVJP	Caguas, P. R. (II)	250

1120 KC. CLEAR

Call Letters	City	Power in Watts
WUST	Bethesda, Md. (II)	D-250
KMOX	St. Louis, Mo. (I-A)	50,000
WWOL	Lackawanna, N. Y. (II)	D-1,000
KCLE	Cleburne, Tex. (II)	D-250

1130 KC. (U. S. & Canadian) CLEAR

Call Letters	City	Power in Watts
KSDO	San Diego, Cal. (II)	LS-5,000 DA-U-N-1,000
KWKH	Shreveport, La. (I-B)	DA-N-50,000
WCAR	Pontiac, Mich. (II) *Detroit	D-1,000 *LS-50,000 *DA-U-N-10,000
WDGY	Minneapolis, Minn. (II)	LS-50,000 DA-U-N-25,000
WNEW	New York, N. Y. (I-B)	LS-50,000 DA-N-10,000 *DA-N-50,000

1140 KC. (U. S. & Mexican) CLEAR

Call Letters	City	Power in Watts
KGDM	Stockton, Cal. (II)	DA-N-5,000
WMIE	Miami, Fla. (II)	LS-10,000 DA-U-N-5,000
KGEM	Boise, Ida. (II)	DA-10,000
WSIV	Pekin, Ill. (II)	D-1,000
KLPR	Okla. City, Okla. (II)	D-1,000
KSOO	Sioux Falls, S. D. (II)	LS-10,000 DA-N-5,000
KORC	Mineral Wells, Tex. (II)	D-250
WRVA	Richmond, Va. (I-B)	DA-50,000

1150 KC. REGIONAL

Call Letters	City	Power in Watts
†WGEA	Geneva, Ala. (III)	D-1,000
WJRD	Tuscaloosa, Ala. (III-B)	LS-5,000 DA-N-1,000
KCKY	Coolidge, Ariz. (III-B)	DA-N-1,000
KXLR	N. Little Rock, Ark. (III) (CP from 1450 kc)	LS-5,000 DA-N-1,000
KXOC	Chico, Cal. (III-B)	DA-N-5,000
KFSG	Los Angeles, Cal. (III-A)	LS-2,500 N-1,000
KRKD	Los Angeles, Cal. (III-A)	LS-5,000 N-1,000
KTLN	Denver, Colo. (III)	D-1,000
WCNX	Middletown, Conn. (III)	D-500
WDEL	Wilmington, Del. (III-A)	DA-5,000
WNDB	Daytona Beach, Fla. (III)	D-1,000 *DA-N-1,000
WFPM	Ft. Valley, Ga.	D-1,000
WGGH	Marion, Ill. (III)	D-500
KWDM	Des Moines, Ia. (III-B)	DA-1,000
KSAL	Salina, Kan. (III-A)	DA-N-5,000
WTCO	Campbellsville, Ky. (III)	D-1,000
WJBO	Baton Rouge, La. (III-A)	DA-5,000
WCOP	Boston, Mass. (III-A)	DA-5,000
WCEN	Mount Pleasant, Mich. (III)	DA-N-500 LS-1,000
KRMS	Osage Beach, Mo. (III)	D-1,000
KASM	Albany, Minn. (III)	D-500
WRUN	Utica, N. Y. (III-B)	LS-5,000 DA-U-N-1,000
WFNS	Burlington, N. C. (III-B)	D-1,000
WGBR	Goldsboro, N. C. (III)	DA-1,000
WCUE	Akron, O. (III-B)	DA-D-1,000
WIMA	Lima, O. (III-B)	DA-N-1,000
KNED	McAlester, Okla. (III)	D-1,000
KFJI	Klamath Falls, Ore. (III-B)	LS-5,000 DA-N-1,000
WKPA	New Kensington, Pa. (IV)	D-250
WTYC	Rock Hill, S. C. (III)	D-1,000
WSNW	Seneca, S. C. (III)	D-1,000
WAPO	Chattanooga, Tenn. (III-B)	LS-5,000 DA-N-1,000
WTAW	College Station, Tex. (III)	D-1,000
KJBC	Midland, Tex. (III)	D-1,000
KOLJ	Quanah, Tex. (III)	D-500
KBKH	Pullman, Wash. (III)	D-1,000
KRSC	Seattle, Wash. (III-A)	1,000
WELC	Welch, W. Va. (III)	D-1,000
WISN	Milwaukee, Wis. (III-A)	DA-5,000
†KANI	Kaneohe, T. H. (III)	DA-1,000
WORA	Mayaguez, P. R. (III-B)	1,000

1160 KC. CLEAR

Call Letters	City	Power in Watts
WJJD	Chicago, Ill. (II)	LS-50,000 DA-L-N-L-50,000
KSL	Salt Lake City, Utah (I-A)	50,000

(Continued on page 450)

AM Stations by Frequencies

(Continued from page 449)

Call Letters	City	Power in Watts
	1170 KC. CLEAR	
WJJJ	Montgomery, Ala. (II)	LS-10,000 DA-U-N-1,000
KCBQ	San Diego, Cal. (II)	LS-5,000 DA-N-1,000
KLOK	San Jose, Cal. (II)	LS-5,000 DA-N-1,000
WLBH	Mattoon, Ill. (II)	D-250
KSTT	Davenport, Ia. (II)	DA-1,000
KVOO	Tulsa, Okla. (I-B)	DA-N-50,000
KPUG	Bellingham, Wash. (II)	DA-1,000
WWVA	Wheeling, W. Va. (I-B)	DA-N-50,000
	1180 KC. CLEAR	
WLDS	Jacksonville, Ill. (II)	D-1,000
WHAM	Rochester, N. Y. (I-B)	50,000
	1190 KC. (U. S. & Mexican) CLEAR	
KGYW	Vallejo, Cal. (II)	D-250
WOWO	Ft. Wayne, Ind. (I-B)	10,000
WANN	Annapolis, Md. (II)	D-1,000
WKOX	Framingham, Mass. (II)	D-1,000
WLIB	New York, N. Y. (II)	LS-1,000 N-L-1,000
KEX	Portland, Ore. (I-B)	DA-50,000
KLIF	Dallas, Tex. (II)	LS-5,000 DA-N-1,000
	1200 KC. CLEAR	
WOAI	San Antonio, Tex. (I-A)	50,000
	1210 KC. CLEAR	
WCNT	Centralia, Ill. (II)	D-1,000
WKNX	Saginaw, Mich. (II)	D-1,000
WADE	Wadesboro, N. C. (II)	D-1,000
WWSO	Springfield, O. (II)	D-250
WCAU	Philadelphia, Pa. (I-A)	50,000
	1220 KC. (Mexican) CLEAR	
WEDR	Birmingham, Ala. (II)	D-1,000
WMFC	Monroeville, Ala. (II)	D-250
†KVSA	McGehee, Ark. (II)	D-1,000
KIBE	Palo Alto, Calif. (II)	D-250 *D-1,000
KGMC	Englewood, Colo. (II)	D-1,000
WFEC	Miami, Fla. (II)	D-250
WSFT	Thomaston, Ga. (II)	D-250
WLPO	La Salle, Ill. (II)	D-250
WKRS	Waukegan, Ill. (II)	DA-D-1,000
*WSLM	Salem, Ind.	D-250
WKAM	Warsaw, Ind. (II)	D-250
KJAN	Atlantic, Ia. (II)	D-250
KOFO	Ottawa, Kans. (II)	D-250
WSHB	Stillwater, Minn. (II)	D-250
†WMDC	Hazlehurst, Miss. (II)	D-250
KGMO	Cape Girardeau, Mo. (II)	D-250
WGNY	Newburgh, N. Y. (II)	D-1,000
†WKMT	Kings Mt., N. C. (II)	D-500
WREV	Reidsville, N. C. (II)	D-250
WGAR	Cleveland, O. (II)	DA-50,000
KGYN	Guymon, Okla. (II)	D-1,000
WRIB	Providence, R. I. (II)	D-1,000
KABR	Aberdeen, S. D. (II)	D-250
WFAX	Falls Church, Va. (II)	D-250 *D-500
	1230 KC. LOCAL	
WAUD	Auburn, Ala. (IV)	250
WIRB	Enterprise, Ala. (IV)	250
WJBB	Haleyville, Ala. (IV)	250
WBHP	Huntsville, Ala. (IV)	250
WHTB	Talladega, Ala. (IV)	250
WTBC	Tuscaloosa, Ala. (IV)	250
KSUN	Bisbee, Ariz. (IV)	250
KGPH	Flagstaff, Ariz. (IV)	250
KGAN	Kingman, Ariz. (IV)	250
KRIZ	Phoenix, Ariz. (IV)	250
KCON	Conway, Ark. (IV)	250
KFPW	Ft. Smith, Ark. (IV)	250
KBTM	Jonesboro, Ark. (IV)	250
KERO	Bakersfield, Cal. (IV)	250
KWTC	Barstow, Cal. (IV)	250
†KIBS	Bishop, Cal. (IV)	250
KXO	El Centro, Cal. (IV)	250
KDAC	Fort Bragg, Cal. (IV)	250
KGFJ	Los Angeles, Cal. (IV)	250
KPRL	Paso Robles, Cal. (IV)	250
KWG	Stockton, Cal. (IV)	250
KRAI	Craig, Colo. (IV)	250
KEXO	Grand Junction, Colo. (IV)	250
KLVC	Leadville, Colo. (IV)	250
KDZA	Pueblo, Colo. (IV)	250
KGEK	Sterling, Colo. (IV)	D-250
WTHT	Hartford, Conn. (IV)	250
WGGG	Gainesville, Fla. (TV)	250
WONN	Lakeland, Fla. (IV)	250
WSBB	New Smyrna Beach, Fla. (IV)	100
WEAR	Pensacola, Fla. (IV)	250
WCNH	Quincy, Fla. (IV)	250
WJNO	West Palm Beach, Fla. (IV)	250
WDEC	Americus, Ga. (IV)	250
WJBF	Augusta, Ga. (IV)	250
WBLJ	Dalton, Ga. (IV)	250
WFOM	Marietta, Ga. (IV)	250
WFRP	Savannah, Ga. (IV)	250
WAYX	Waycross, Ga. (IV)	250
KBIO	Burley, Ida. (IV)	250
KRXK	Rexburg, Ida. (IV)	250
WJBC	Bloomington, Ill. (IV)	250
WQUA	Moline, Ill. (IV)	250
WJOB	Hammond, Ind. (IV)	250
WSAL	Logansport, Ind. (IV)	250
WTCJ	Tell City, Ind. (IV)	250
WBOW	Terre Haute, Ind. (IV)	250
KFJB	Marshalltown, Ia. (IV)	250
WHIR	Danville, Ky. (IV)	250
WHLN	Harlan, Ky. (IV)	250
WHOP	Hopkinsville, Ky. (IV)	250
KLIC	Monroe, La. (IV)	250
WJBW	New Orleans, La. (IV)	250
KSLO	Opelousas, La. (IV)	250
WGUY	Bangor, Me. (IV)	250
WITH	Baltimore, Md. (IV)	250
WDYK	Cumberland, Md. (IV)	250
WBSM	New Bedford, Mass. (IV)	100
WMNB	North Adams, Mass. (IV)	250
WESX	Salem, Mass. (IV)	250
WNEB	Worcester, Mass. (IV)	250
WJEF	Grand Rapids, Mich. (IV)	250
WIKB	Iron River, Mich. (IV)	250
WMPC	Lapeer, Mich. (IV)	SH-250
WSOO	Sault Ste. Marie, Mich. (IV)	LS-250 N-100
WKLK	Cloquet, Minn. (IV)	250
KYSM	Mankato, Minn. (IV)	250
KTRF	Thief River Falls, Minn. (IV)	250
KWNO	Winona, Minn. (IV)	250
WCMA	Corinth, Miss. (IV)	250
WHSY	Hattiesburg, Miss. (IV)	250
WSSO	Starkville, Miss. (IV)	250
WAZF	Yazoo City, Miss. (IV)	250
KSWM	Joplin, Mo. (IV)	250
KLWT	Lebanon, Mo. (IV)	250
KNCM	Moberly, Mo. (IV)	250
KANA	Anaconda, Mont. (IV)	250
KBMN	Bozeman, Mont. (IV)	250
KXLO	Lewiston, Mont. (IV)	250
KLCB	Libby, Mont. (IV)	250
KIYI	Shelby, Mont. (IV)	250
KHAS	Hastings, Neb. (IV)	250
KELY	Ely, Nev. (IV)	250
KLAS	Las Vegas, Nev. (IV)	250
KWRN	Reno, Nev. (IV)	250
	(CP from 1490 kc)	
WMOU	Berlin, N. H. (IV)	250
WTSV	Claremont, N. H. (IV)	250
WCMC	Wildwood, N. J. (IV)	100
KALG	Alamogordo, N. M. (IV)	250
KGAK	Gallup, N. M. (IV)	250
KFUN	Las Vegas, N. M. (IV)	250
KSWS	Roswell, N. M. (IV)	250
WENY	Elmira, N. Y. (IV)	250
WHUC	Hudson, N. Y. (IV)	250
WLFH	Little Falls, N. Y. (IV)	100
WFAS	White Plains, N. Y. (IV)	250
WSKY	Asheville, N. C. (IV)	250
WFAI	Fayetteville, N. C. (IV)	250
WMFR	High Point, N. C. (IV)	250
WNNC	Newton, N. C. (IV)	250
WCBT	Roanoke Rapids, N. C. (IV)	250
KDIX	Dickinson, N. D. (IV)	250
WCPO	Cincinnati, O. (IV)	250
WCOL	Columbus, O. (IV)	250
WIRO	Ironton, O. (IV)	250
WTOL	Toledo, O. (IV)	250
KADA	Ada, Okla. (IV)	250
WBBZ	Ponca City, Okla. (IV)	250
KVAS	Astoria, Ore. (IV)	250
KOOS	Cocs Bay, Ore. (IV)	250
KYJC	Medford, Ore. (IV)	250
KGON	Oregon City, Ore. (IV)	250
KODL	The Dalles, Ore. (IV)	LS-250 N-100
WHOL	Allentown, Pa. (IV)	250
WBVP	Beaver Falls, Pa. (IV)	250
WCDL	Carbondale, Pa. (IV)	250
WCED	DuBois, Pa. (IV)	250
WKBO	Harrisburg, Pa. (IV)	250
WCRO	Johnstown, Pa. (IV)	250
WBPZ	Lock Haven, Pa. (IV)	250
WERI	Westerly, R. I. (IV)	250
WAIM	Anderson, S. C. (IV)	250
WNOK	Columbia, S. C. (IV)	250
WOLS	Florence, S. C. (IV)	250
KISD	Sioux Falls, S. D. (IV)	250
WHBT	Harriman, Tenn. (IV)	250
WMMT	McMinnville, Tenn. (IV)	250
KSIX	Corpus Christi, Tex. (IV)	250
KDLK	Del Rio, Tex. (IV)	250
KNUZ	Houston, Tex. (IV)	250
KEVT	Kerrville, Tex. (IV)	250
KLVT	Levelland, Tex. (IV)	250
KOSF	Nacogdoches, Tex. (IV)	250
KOSA	Odessa, Tex. (IV)	250
KPAT	Pampa, Tex. (IV)	250
KSEY	Seymour, Tex. (IV)	100
KSST	Sulphur Springs, Tex. (IV)	250
KCMC	Texarkana, Tex. (IV)	250
KWTX	Waco, Tex. (IV)	250
KMUR	Murray, Utah (IV)	250
KOAL	Price, Utah (IV)	250
WJOY	Burlington, Vt. (IV)	250
WCFV	Clifton Forge, Va. (IV)	250
WFVA	Fredericksburg, Va. (IV)	250
WNOR	Norfolk, Va. (IV)	250
WPUV	Pulaski, Va. (IV)	250
†WSTK	Woodstock, Va. (IV)	250
KXRN	Renton, Wash. (IV)	250
KSPO	Spokane, Wash. (IV)	250
	(CP for 1340 kc)	
KREW	Sunnyside, Wash. (IV)	250
WLOG	Logan, W. Va. (IV)	250
WAJR	Morgantown, W. Va. (IV)	250
WCOM	Parkersburg, W. Va. (IV)	250
WHBY	Appleton, Wis. (IV)	250
WCLO	Janesville, Wis. (IV)	250
†WHVF	Warsaw, Wisc.	250
KVOC	Casper, Wyo. (IV)	250
KOVE	Lander, Wyo. (IV)	250
KIFW	Sitka, Alaska (IV)	250
WIVI	Christiansted, St. Croix, V. I. (IV)	250
	1240 KC. LOCAL	
WEBJ	Brewton, Ala. (IV)	250
WULA	Eufala, Ala. (IV)	250
WOWL	Florence, Ala. (IV)	250
WJBY	Gadsden, Ala. (IV)	250
WWWB	Jasper, Ala. (IV)	250
WCOV	Montgomery, Ala. (IV)	250
KWJB	Globe, Ariz. (IV)	250
†KSWB	Yuma, Ariz. (IV)	250
KVRC	Arkadelphia, Ark. (IV)	250
KAGH	Crossett, Ark. (IV)	100
	(CP for 1340 kc)	
KHOZ	Harrison, Ark. (IV)	250
KWAK	Stuttgart, Ark. (IV)	250
KRDU	Dinuba, Cal. (IV)	250
KHUM	Eureka, Cal. (IV)	250
KMBY	Monterey, Cal. (IV)	250
KPPC	Pasadena, Cal. (IV)	SH-100
†KIWL	Ridgecrest, Cal. (IV)	250
KROY	Sacramento, Cal. (IV)	250
KRNO	San Bernardino, Cal. (IV)	250
KSON	San Diego, Cal. (IV)	250
KSMA	Santa Maria, Cal. (IV)	250
KSUE	Susanville, Cal. (IV)	250
KRDO	Colorado Springs, Colo. (IV)	250
KCRT	Trinidad, Colo. (IV)	250
WWCO	Waterbury, Conn. (IV)	250
WINK	Ft. Myers, Fla. (IV)	250
WMMB	Melbourne, Fla. (IV)	250
WFOY	St. Augustine, Fla. (IV)	250
WBHB	Fitzgerald, Ga. (IV)	250
WGGA	Gainesville, Ga. (IV)	250
	(CP for 550 kc)	
WLAG	LaGrange, Ga. (IV)	250
WBML	Macon, Ga. (IV)	250
WPAX	Thomasville, Ga. (IV)	250
WTWA	Thomson, Ga. (IV)	250
KVNI	Coeur D'Alene, Ida. (IV)	250
KJRL	Pocatello, Ida. (IV)	250
KWEI	Weiser, Ida. (IV)	250
WCRW	Chicago, Ill. (IV)	SH-100
WEDC	Chicago, Ill. (IV)	SH-250
WSBC	Chicago, Ill. (IV)	SH-250
WEBQ	Harrisburg, Ill. (IV)	250
WTAX	Springfield, Ill. (IV)	250
WSDR	Sterling, Ill. (IV)	100
WHBU	Anderson, Ind. (IV)	250
KDEC	Decorah, Ia. (IV)	SH-250
KWLC	Decorah, Ia. (IV)	SH-250
KBIZ	Ottumwa, Ia. (IV)	250
KICD	Spencer, Ia. (IV)	250
KIUL	Garden City, Kan. (IV)	250
KAKE	Wichita, Kan. (IV)	250
WINN	Louisville, Ky. (IV)	250
WFTM	Maysville, Ky. (IV)	250
WPKE	Pikeville, Ky. (IV)	250
WSFC	Somerset, Ky. (IV)	250
KAPK	Minden, La. (IV)	100
KANE	New Iberia, La.	250
WCOU	Lewiston, Me. (IV)	250
WCEM	Cambridge, Md. (IV)	100
WJEJ	Hagerstown, Md. (IV)	250
WHAI	Greenfield, Mass. (IV)	250
WOCB	West Yarmouth, Mass. (IV)	250
WATT	Cadillac, Mich. (IV)	250
WJPD	Ishpeming, Mich. (IV)	250
WJIM	Lansing, Mich. (IV)	250
WMFG	Hibbing, Minn. (IV)	250
WJON	St. Cloud, Minn. (IV)	250
WMPA	Aberdeen, Miss. (IV)	250
WGRM	Greenwood, Miss. (IV)	250
WGCM	Gulfport, Miss. (IV)	250
WMOX	Meridian, Miss. (IV)	250
WMIS	Natchez, Miss. (IV)	250
KFMO	Flat River, Mo. (IV)	250
KWOS	Jefferson City, Mo. (IV)	250
KNEM	Nevada, Mo. (IV)	250
KBMY	Billings, Mont. (IV)	250
	(CP for 920 kc)	
KXLJ	Helena, Mont. (IV)	250
KFOR	Lincoln, Neb. (IV)	250
KODY	N. Platte, Neb. (IV)	250
KELK	Elko, Nev. (IV)	250
WKBR	Manchester, N. H. (IV)	250
WSNJ	Bridgeton, N. J. (IV)	250
KOAT	Albuquerque, N. M. (IV)	250
KAVE	Carlsbad, N. M. (IV)	250
KCLV	Clovis, N. M. (IV)	250
KVBC	Farmington, N. M. (IV)	250
WGBB	Freeport, N. Y. (IV)	100
WGVA	Geneva, N. Y. (IV)	250
WJTN	Jamestown, N. Y. (IV)	250
WVOS	Liberty, N. Y. (IV)	250
WSNY	Schenectady, N. Y. (IV)	250
WATN	Watertown, N. Y. (IV)	250
WPNF	Brevard, N. C. (IV)	250
WSOC	Charlotte, N. C. (IV)	250
WCNC	Elizabeth City, N. C. (IV)	250
WJNC	Jacksonville, N. C. (IV)	250
WSYD	Mt. Airy, N. C. (IV)	250
WRAL	Raleigh, N. C. (IV)	250
WENC	Whiteville, N. C. (IV)	250
KDLR	Devils Lake, N. D. (IV)	250
WLOK	Lima, O. (IV)	250
WBBW	Youngstown, O. (IV)	250
WHIZ	Zanesville, O. (IV)	250
KVSO	Ardmore, Okla. (IV)	250
KASA	Elk City, Okla. (IV)	250
†KIDB	Idabel, Okla. (IV)	250
KHBG	Okmulgee, Okla (IV)	250
KWIL	Albany, Ore. (IV)	250
KWRC	Pendleton, Ore. (IV)	250
KSGA	Redmond, Ore. (IV)	250
KRXL	Roseburg, Ore. (IV)	250
WRTA	Altoona, Pa. (IV)	250
WHUM	Reading, Pa. (IV)	250
WKOK	Sunbury, Pa. (IV)	250
WBAX	Wilkes-Barre, Pa. (IV)	250
WWON	Woonsocket, R. I. (IV)	250
WKDK	Newberry, S. C. (IV)	250
†WSSC	Sumter, S. C. (IV)	100
WBEJ	Elizabethton, Tenn. (IV)	250
WEKR	Fayetteville, Tenn. (IV)	250
WBIR	Knoxville, Tenn. (IV)	250
WKDA	Nashville, Tenn. (IV)	250
WENK	Union City, Tenn. (IV)	250
KVLF	Alpine, Tex. (IV)	250
KORA	Bryan, Tex. (IV)	250
KGBS	Harlingen, Tex. (IV)	250
KTXJ	Jasper, Tex. (IV)	250
KOCA	Kilgore, Tex. (IV)	250
KXOX	Sweetwater, Tex. (IV)	250
WSKI	Montpelier, Vt. (IV)	250
WCHV	Charlottesville, Va. (IV)	250
WSSV	Petersburg, Va. (IV)	250
WROV	Roanoke, Va. (IV)	250
KXLE	Ellensburg, Wash. (IV)	250
KGY	Olympia, Wash. (IV)	250
WKOY	Bluefield, W. Va. (IV)	250
WTIP	Charleston, W. Va. (IV)	250
WDNE	Elkins, W. Va. (IV)	250
WOMT	Manitowoc, Wis. (IV)	250
WIBU	Poynette, Wis. (IV)	250
WOBT	Rhinelander, Wis. (IV)	250
WJMC	Rice Lake, Wis. (IV)	250
†KCHY	Cheyenne, Wyo. (IV)	250
KFBC	Cheyenne, Wyo. (IV)	250
	(CP for 710 kc)	
KRAL	Rawlins, Wyo. (IV)	250
KBYR	Anchorage, Alaska (IV)	250
WABA	Aquadilla, P. R. (IV)	250
†WJFR	Caguas, P. R. (IV)	250
	1250 KC. REGIONAL	
KGHI	Fort Payne, Ala. (III)	D-1,000
WZOB	Little Rock, Ark. (III-B)	LS-1,000 DA-N-500
KTMS	Santa Barbara, Cal. (III-B)	DA-1,000
WDAE	Tampa, Fla. (III-A)	DA-5,000
WGL	Ft. Wayne, Ind. (III-B)	DA-1,000
WRAY	Princeton, Ind. (III)	D-1,000
KFKU	Lawrence, Kan. (III-A)	DA-N-5,000
WREN	Topeka, Kan. (III-A)	DA-N-5,000
WARE	Ware, Mass. (III)	D-1,000
KGDE	Fergus Falls, Minn. (III)	LS-1,000 DA-N-500
KAAA	Red Wing, Minn. (III)	D-1,000
WSKB	McComb, Miss. (III-B)	LS-5,000 DA-N-500
WMTR	Morristown, N. J. (III)	D-1,000
WBRM	Marion, N. C. (III)	D-1,000
WCHO	Washington Court House, O. (III)	D-500
†WPEL	Montrose, Pa. (III)	D-1,000
WCAE	Pittsburgh, Pa. (III-A)	DA-N-5,000
WNOW	York, Pa. (III)	D-1,000
WTMA	Charleston, S. C. (III-B)	LS-5,000 DA-N-1,000
KFTV	Paris, Tex. (III)	D-500
KPAC	Port Arthur, Tex. (III-B)	LS-5,000 DA-N-1,000
KEXX	San Antonio, Tex. (III)	D-500
WDVA	Danville, Va. (III-B)	LS-5,000 DA-N-1,000
KWSC	Pullman, Wash. (III-A)	5,000
KTW	Seattle, Wash. (III-A)	1,000
WCAN	Milwaukee, Wis. (III-A)	DA-5,000
	1260 KC. REGIONAL	
†......	Birmingham, Ala. (III)	D-1,000
KGIL	San Fernando, Cal. (III-B)	DA-1,000
KYA	San Francisco, Cal. (III-A)	LS-5,000 N-1,000
KFTM	Ft. Morgan, Colo. (III)	D-500
KUBC	Montrose, Colo. (III)	LS-1,000 DA-N-500
WAVZ	New Haven, Conn. (III)	D-1,000
WWDC	Washington, D. C. (III-A)	DA-5,000
†WFTW	Ft. Walton, Fla. (III)	D-1,000
WTJH	East Point, Ga. (III)	D-5,000
WFBM	Indianapolis, Ind. (III-A)	DA-N-5,000
KFGQ	Boone, Ia. (IV)	D-250
KWHK	Hutchinson, Kan. (III)	LS-1,000 DA-U-N-500
†WXOK	Baton Rouge, La. (III)	D-1,000
WNAC	Boston, Mass. (III-A)	DA-N-5,000
WGRO	Bay City, Mich. (III)	D-500
KROX	Crookston, Minn. (III)	LS-1,000 DA-N-500
†......	Hutchinson, Minn. (III)	D-1,000
WGVM	Greenville, Miss. (III)	D-1,000
KGBX	Springfield, Mo. (III-A)	DA-N-5,000
WBUD	Trenton, N. J. (III)	DA-1,000
	(CP from 1490 kc)	
KVSF	Santa Fe, N. M. (III-A)	1,000
WNDR	Syracuse, N. Y. (III-A)	DA-N-5,000
WGWR	Asheboro, N. C. (III)	D-1,000
WDOK	Cleveland, O. (III-A)	DA-5,000
WNXT	Portsmouth, O.	DA-1,000
KWSH	Seminole, Okla. (III)	DA-1,000
KMCM	McMinnville, Ore. (III-A)	DA-N-1,000
WERC	Erie, Pa. (III-B)	DA-5,000
WMUU	Greenville, S. C. (III)	D-1,000
WMFS	Chattanooga, Tenn. (III)	D-1,000
KTAE	Taylor, Tex. (III)	D-1,000
WEKZ	Monroe, Wis. (III)	D-500

Call Letters	City	Power in Watts
KPOW	Powell, Wyo. (III-B)	DA-N-1,000 *LS-5,000 *DA-N-1,000
†WISO	Ponce, P. R. (III)	1,000

1270 KC. REGIONAL

Call Letters	City	Power in Watts
WGSV	Guntersville, Ala. (III)	D-1,000
WPNX	Phenix City, Ala. (III)	D-1,000
†KRCH	Hot Springs, Ark. (III)	D-1,000
KCOK	Tulare, Cal. (III-B)	DA-N-1,000
WTAL	Tallahassee, Fla. (III-A)	DA-N-5,000
KTFI	Twin Falls, Ida. (III-A)	LS-5,000 N-1,000
WHBF	Rock Island, Ill. (III-A)	DA-N-5,000
WWCA	Gary, Ind. (III-B)	DA-1,000
KSCB	Liberal, Kan. (III)	D-1,000
WAIN	Columbia, Ky.	D-1,000
WFUL	Fulton, Ky. (III)	D-1,000
†WKRF	Prestonsburg, Ky. (III)	D-1,000
WSPR	Springfield, Mass. (III-B)	DA-1,000
WXYZ	Detroit, Mich. (III-A)	DA-N-5,000
†......	Louisville, Miss. (III)	D-1,000
WHLD	Niagara Falls, N. Y. (III)	DA-D-5,000
WDLA	Walton, N. Y. (III)	D-1,000
†WLON	Lincolnton, N. C. (III)	D-500
WMPM	Smithfield, N. C. (III)	D-1,000
KGCU	Mandan, N. D. (III-B)	LS-1,000 N-250
WILE	Cambridge, O. (III)	D-1,000
WLBR	Lebanon, Pa. (III)	DA-N-1,000
KIHO	Sioux Falls, S. D. (III-B)	DA-1,000
KIOX	Bay City, Tex. (III-B)	DA-N-1,000
KFJZ	Ft. Worth, Tex. (III-A)	DA-5,000
WHYU	Newport News, Va. (III)	D-1,000
†WKYR	Keyser, W. Va. (III)	D-1,000

1280 KC. REGIONAL

Call Letters	City	Power in Watts
WNPT	Northport, Ala. (III)	D-1,000
†WPID	Piedmont, Ala. (III)	D-1,000
KNBY	Newport, Ark. (III)	D-1,000
KFOX	Long Beach, Cal. (III-A)	1,000
KXOB	Stockton, Cal. (III-B)	DA-N-1,000
†WKSB	Milford, Del. (III)	D-500
WIPC	Lake Wales, Fla.	D-1,000
WIBB	Macon, Ga. (III)	D-1,000
WMRO	Aurora, Ill. (IV)	D-250
WGBF	Evansville, Ind. (III-B)	LS-5,000 DA-N-1,000
KSOK	Arkansas City, Kan. (III)	D-1,000 *LS-1,000 *N-100
WDSU	New Orleans, La. (III-A)	DA-5,000
WEIM	Fitchburg, Mass. (III)	DA-N-1,000
WFYC	Alma, Mich. (III)	D-1,000
WTCN	Minneapolis, Minn. (III-A)	LS-5,000 N-1,000
KDKD	Clinton, Mo. (III)	D-1,000
KCNI	Broken Bow, Nebr. (III)	D-1,000
WHBI	Newark, N. J. (III-B)	LS-2,500 N-1,000
†KDEF	Albuquerque, N. M. (III)	D-1,000
WOV	New York, N. Y. (III-A)	DA-5,000
WVET	Rochester, N. Y. (III-A)	DA-N-5,000
WSAT	Salisbury, N. C. (III)	DA-N-1,000
WONW	Defiance, O. (III)	DA-N-500
KERG	Eugene, Ore. (III-B)	DA-N-1,000
WHVR	Hanover, Pa. (III)	LS-1,000 DA-N-500
WKST	New Castle, Pa. (III-A)	DA-N-1,000
WANS	Anderson, S. C. (III)	DA-N-1,000
WJAY	Mullins, S. C. (III)	D-1,000
KWHI	Brenham, Tex. (III)	D-1,000
KLTI	Longview, Tex. (III)	D-1,000
KSNY	Snyder, Tex. (III) (CP for 1450 kc)	D-500
KNAK	Salt Lake City, Utah (III-B)	LS-1,000 DA-N-500
WINA	Charlottesville, Va. (III)	D-1,000
WYVE	Wytheville, Va. (III)	D-1,000
KIT	Yakima, Wash. (III-A)	LS-5,000 N-1,000
WNAM	Neenah, Wis. (III)	DA-N-1,000
WPRE	Prairie du Chien, Wis. (III)	D-500
WCMN	Arecibo, P. R. (III-A)	1,000

1290 KC. REGIONAL

Call Letters	City	Power in Watts
WPBB	Jackson, Ala. (III)	D-1,000
WMLS	Sylacauga, Ala. (III)	D-1,000
KVOA	Tucson, Ariz. (III-A)	1,000
KDMS	El Dorado, Ark.	D-1,000
KUOA	Siloam Springs, Ark. (III)	D-5,000
KHSL	Chico, Cal. (III-A)	DA-N-5,000
KITO	San Bernardino, Cal. (III-A)	DA-5,000
WCCC	Hartford, Conn. (III)	D-500
WTUX	Wilmington, Del. (III)	D-500
WTMC	Ocala, Fla. (III-B)	DA-N-1,000
WIRK	W. Palm Beach, Fla. (III-B)	DA-1,000 *LS-5,000 *DA-N-1,000
WTOC	Savannah, Ga. (III-A)	DA-N-5,000
WIRL	Peoria, Ill. (III-A)	DA-5,000
KJEF	Jennings, La. (III)	D-500 *DA-N-500
†WBTE	Batesville, Miss. (III)	D-1,000
†KALM	Alton, Mo. (III)	D-1,000
KGVO	Missoula, Mont. (III-A)	DA-5,000
KOIL	Omaha, Neb. (III-A)	DA-N-5,000
WKNE	Keene, N. H. (III-A)	DA-5,000
WNBF	Binghamton, N. Y. (III-A)	DA-N-5,000
WHKY	Hickory, N. C. (III-B)	LS-5,000 DA-N-1,000
WEYE	Sanford, N. C. (III)	D-1,000
WTRF	Bellaire, O. (III)	D-1,000
WHIO	Dayton, O. (III-A)	DA-N-5,000
KLIQ	Portland, Ore. (III)	D-1,000
WICE	Providence, R. I. (III)	D-500
WOKE	Oak Ridge, Tenn. (III) (CP from 1430 kc)	D-1,000
KRGV	Weslaco, Tex. (III-A)	DA-N-5,000
KTRN	Wichita Falls, Tex. (III-B)	LS-5,000 DA-N-1,000
WVOW	Logan, W. Va. (III-B)	LS-5,000 DA-U-N-1,000
WMIL	Milwaukee, Wis. (III)	D-1,000
KINY	Juneau, Alaska (III) (CP from 1460 kc)	5,000

1300 KC. REGIONAL

Call Letters	City	Power in Watts
WFMH	Cullman, Ala. (III)	D-1,000
KWCB	Searcy, Ark. (III)	D-1,000
KROP	Brawley, Cal. (III-B)	LS-1,000 N-500
KYNO	Fresno, Cal. (III-B)	DA-1,000
KWKW	Pasadena, Cal. (III-B)	DA-N-1,000
KVOR	Colorado Springs, Colo. (III-A)	1,000
WIMO	Winder, Ga. (III)	D-1,000
WTAQ	La Grange, Ill. (III)	D-500
WFRX	West Frankfort, Ill. (III)	D-1,000
KGLO	Mason City, Ia. (III-A)	DA-N-5,000
WLEX	Lexington, Ky. (III-B)	DA-N-1,000
WIBR	Baton Rouge, La. (III)	DA-1,000
WFBR	Baltimore, Md. (III-A)	DA-5,000
WJDA	Quincy, Mass. (III)	D-1,000
WOOD	Grand Rapids, Mich. (III-A)	DA-N-5,000
WJDX	Jackson, Miss. (III-A)	LS-5,000 N-1,000
KMMO	Marshall, Mo. (III)	D-1,000
WTNJ	Trenton, N. J. (IV)	D-250
WOSC	Fulton, N. Y. (III)	D-1,000
WERE	Cleveland, O. (III-A)	DA-5,000
KOME	Tulsa, Okla. (III-B)	LS-5,000 DA-U-N-1,000
WDKD	Kingstree, S. C. (III)	D-1,000
WMAK	Nashville, Tenn. (III-A)	DA-N-5,000
KVET	Austin, Tex. (III-B)	DA-N-1,000
KTFY	Brownfield, Tex. (III)	D-1,000
KOL	Seattle, Wash. (III-A)	DA-5,000
WTIL	Mayaguez, P. R. (III)	1,000

1310 KC. REGIONAL

Call Letters	City	Power in Watts
WJAM	Marion, Ala. (III)	D-1,000
KTYL	Mesa, Ariz. (III)	LS-1,000 DA-N-500
KWBR	Oakland, Cal. (III-A)	1,000
KTKR	Taft, Cal. (III)	D-500
KFKA	Greeley, Colo. (III-B)	DA-N-1,000
KLIX	Twin Falls, Ida. (III)	DA-1,000
WISH	Indianapolis, Ind. (III-B)	LS-5,000 DA-N-1,000
KOKX	Keokuk, Ia. (III)	LS-1,000 DA-U-N-500
WORC	Worcester, Mass. (III-B)	DA-1,000
WKMH	Dearborn, Mich. (III-B)	LS-5,000 DA-U-N-1,000
KFSB	Joplin, Mo. (III-B)	LS-5,000 DA-U-N-1,000
KFBB	Great Falls, Mont. (III-A)	DA-N-5,000
WJLK	Asbury Park, N. J. (IV)	250
WCAM	Camden, N. J. (IV)	250
WGAT	Utica, N. Y. (III-B)	LS-1,000 DA-N-500
WISE	Asheville, N. C. (III)	LS-5,000 DA-N-1,000
WTIK	Durham, N. C. (III-B)	LS-1,000 DA-N-500
KNPT	Newport, Ore. (III)	DA-N-1,000
WNAE	Warren, Pa. (III)	D-1,000
WDOD	Chattanooga, Tenn. (III-A)	DA-N-5,000
WDXI	Jackson, Tenn. (III-B)	LS-5,000 DA-N-1,000
WRR	Dallas, Tex. (III-A)	DA-N-5,000
WGH	Newport News, Va. (III-A)	DA-5,000
WIBA	Madison, Wis. (III-A)	DA-N-5,000

1320 KC. REGIONAL

Call Letters	City	Power in Watts
WAGF	Dothan, Ala. (III-B)	DA-N-1,000
†WBAM	Homewood, Ala. (III)	D-1,000
KWHN	Ft. Smith, Ark. (III-A)	DA-N-5,000
KRLW	Walnut Ridge, Ark.	D-1,000
KCRA	Sacramento, Cal. (III-B)	LS-5,000 DA-U-N-1,000
WATR	Waterbury, Conn. (III-B)	DA-1,000
†WHWD	Hollywood, Fla.	D-500
WJHP	Jacksonville, Fla. (III-A)	DA-N-5,000
†WRHT	Griffin, Ga. (III)	D-1,000
WKAN	Kankakee, Ill. (III)	D-1,000
KLWN	Lawrence, Kan. (III)	D-500
WNGO	Mayfield, Ky. (III)	D-1,000
WARA	Attleboro, Mass. (III)	DA-1,000
WILS	Lansing, Mich.	LS-5,000 DA-U-N-1,000
WDMJ	Marquette, Mich. (III)	DA-N-1,000
WEBC	Duluth, Minn. (III-A)	DA-N-5,000
WRJW	Picayune, Miss. (III)	D-5,000
KXLW	Clayton, Mo. (III)	D-1,000
KOLT	Scottsbluff, Neb. (III-B)	LS-5,000 DA-U-N-1,000
WWHG	Hornell, N. Y. (III)	D-1,000
WCOG	Greensboro, N. C. (III-B)	DA-1,000
WHOK	Lancaster, O. (III)	D-500
KWOE	Clinton, Okla. (III)	D-1,000
WKAP	Allentown, Pa.	DA-N-1,000
WJAS	Pittsburgh, Pa. (III-A)	DA-N-5,000
WSCR	Scranton, Pa.	LS-1,000 DA-N-500
WMSC	Columbia, S. C. (III-A)	DA-N-1,000
KELO	Sioux Falls, S. D. (III-A)	DA-N-5,000
WKIN	Kingsport, Tenn. (III)	D-1,000
KVMC	Colorado City, Tex.	D-500
KXYZ	Houston, Tex. (III-A)	DA-N-5,000
KDYL	Salt Lake City, Utah (III-A)	DA-5,000
KXRO	Aberdeen, Wash. (III-B)	DA-N-1,000
WRIO	Rio Piedras, P. R. (III)	1,000

1330 KC. REGIONAL

Call Letters	City	Power in Watts
WROS	Scottsboro, Ala. (III)	D-1,000
KFAC	Los Angeles, Cal. (III-A)	DA-N-5,000
WARN	Ft. Pierce, Fla. (III)	D-1,000
WJPS	Evansville, Ind. (III-B)	LS-5,000 DA-U-N-1,000
KWWL	Waterloo, Ia. (III-B)	LS-5,000 DA-U-N-1,000
KFH	Wichita, Kan. (III-A)	DA-N-5,000
KVOL	Lafayette, La. (III)	DA-N-1,000
WASA	Havre de Grace, Md. (III)	D-1,000
WCRB	Waltham, Mass. (III)	D-1,000
WBBC	Flint, Mich. (III-A)	DA-1,000
WLOL	Minneapolis, Minn. (III-A)	DA-5,000
WJPR	Greenville, Miss.	LS-1,000 DA-N-500
WBBR	Brooklyn, N. Y. (III-A)	DA-5,000
WEVD	New York, N. Y. (III-A)	DA-5,000
WHAZ	Troy, N. Y. (III-A)	1,000
WFIN	Findlay, O. (III)	D-1,000
KPOJ	Portland, Ore. (III-A)	DA-5,000
WIKK	Erie, Pa. (III-A)	DA-5,000
WFBC	Greenville, S. C. (III-A)	DA-N-5,000
KSWA	Graham, Tex. (III)	D-500
KINE	Kingsville, Tex. (III)	D-1,000
WBTM	Danville, Va. (III-B)	LS-5,000 DA-N-1,000
†WETZ	New Martinsville, W. Va. (III)	D-1,000
WHBL	Sheboygan, Wis. (III-B)	LS-1,000 N-250

1340 KC. LOCAL

Call Letters	City	Power in Watts
WCTA	Andalusia, Ala. (IV)	250
WKUL	Cullman, Ala. (IV)	250
WJOI	Florence, Ala. (IV)	250
WGWC	Selma, Ala. (IV)	250
WFEB	Sylacauga, Ala. (IV)	250
KCLS	Flagstaff, Ariz. (IV)	250
KRUX	Glendale, Ariz. (IV)	250
KNOG	Nogales, Ariz. (IV)	250
KBTA	Batesville, Ark. (IV)	250
KAGH	Crossett, Ark. (IV) (CP from 1240 kc)	250
KWFC	Hot Springs, Ark. (IV)	250
KBRS	Springdale, Ark. (IV)	250
KAVL	Lancaster, Cal. (IV)	250
KWSD	Mt. Shasta, Cal. (IV)	250
KSFE	Needles, Cal. (IV)	250
KMOR	Oroville, Cal. (IV)	250
KCMJ	Palm Springs, Cal. (IV)	250
KATY	San Luis Obispo, Cal. (IV)	250
KIST	Santa Barbara, Cal. (IV)	250
KHUB	Watsonville, Cal. (IV)	250
KMYR	Denver, Colo. (IV)	250
KGLN	Glenwood Springs, Colo. (IV)	250
KLMR	Lamar, Colo. (IV)	250
KVRH	Salida, Colo. (IV)	250
WNHC	New Haven, Conn. (IV)	250
WOOK	Washington, D. C. (IV)	250
WTAN	Clearwater, Fla. (IV)	250
WROD	Daytona Beach, Fla. (IV)	250
WDSR	Lake City, Fla. (IV)	250
WTYS	Marianna, Fla. (IV)	250
WWPG	Palm Beach, Fla. (IV)	250
WJCM	Sebring, Fla. (IV)	250
WGAU	Athens, Ga. (IV)	250
WBGE	Atlanta, Ga. (IV)	250
WBBQ	Augusta, Ga. (IV)	250
WGAA	Cedartown, Ga. (IV)	250
WDAK	Columbus, Ga. (IV)	250
WMLT	Dublin, Ga. (IV)	250
WWGS	Tifton, Ga. (IV)	250
KPST	Preston, Ida. (IV)	250
WSOY	Decatur, Ill. (IV)	250
WJPF	Herrin, Ill. (IV)	250
WJOL	Joliet, Ill. (IV)	250
WBIW	Bedford, Ind. (IV)	250
WTRC	Elkhart, Ind. (IV)	250
WLBC	Muncie, Ind. (IV)	250
KROS	Clinton, Ia. (IV)	250
KLIL	Estherville, Ia. (IV)	250
KCKN	Kansas City, Kan. (IV)	250
KSEK	Pittsburg, Kan. (IV)	250
WCMI	Ashland, Ky. (IV)	250
WKIC	Hazard, Ky. (IV)	250
WNBS	Murray, Ky. (IV)	250
KRMD	Shreveport, La. (IV)	250
WFAU	Augusta, Me. (IV)	250
WABM	Houlton, Me. (IV)	250
WNBH	New Bedford, Mass. (IV)	250
WBRK	Pittsfield, Mass. (IV)	250
WLAV	Grand Rapids, Mich. (IV)	250
WMTE	Manistee, Mich. (IV)	250
WMAW	Menominee, Mich. (IV)	100
WMBN	Petoskey, Mich. (IV)	250
WEXL	Royal Oak, Mich. (IV)	250
WEVE	Eveleth, Minn. (IV)	250
KVOX	Moorhead, Minn. (IV)	250
KROC	Rochester, Minn. (IV)	250
KWLM	Willmar, Minn. (IV)	250
WJMB	Brookhaven, Miss. (IV)	250
WCBI	Columbus, Miss. (IV)	250
WKOZ	Kosciusko, Miss. (IV)	250
WAML	Laurel, Miss. (IV)	250
KXEO	Mexico, Mo. (IV)	250
KWOC	Poplar Bluff, Mo. (IV) (CP for 930 kc)	250
KICK	Springfield, Mo. (IV)	250
KCAP	Helena, Mont. (IV)	250
KPRK	Livingston, Mont. (IV)	250
KRJF	Miles City, Mont. (IV)	250
KFGT	Fremont, Neb. (IV)	100
KGFW	Kearney, Neb. (IV)	250
KSID	Sidney, Nebr. (IV)	250
KORK	Las Vegas, Nev. (IV)	250
KATO	Reno, Nev. (IV)	250
WLNH	Laconia, N. H. (IV)	250
WMID	Atlantic City, N. J. (IV)	250
KVER	Albuquerque, N. M. (IV)	250
KSIL	Silver City, N. M. (IV)	250
WMBO	Auburn, N. Y. (IV)	250
WENT	Gloversville, N. Y. (IV)	250
WJOC	Jamestown, N. Y. (IV)	250
WUSJ	Lockport, N. Y. (IV)	250
WMSA	Massena, N. Y. (IV)	250
WALL	Middletown, N. Y. (IV)	250
WIRY	Plattsburg, N. Y. (IV)	250
WJRI	Lenoir, N. C. (IV)	250
WTSB	Lumberton, N. C. (IV)	250
WOXF	Oxford, N. C. (IV)	250
WHED	Washington, N. C. (IV)	250
WGNI	Wilmington, N. C. (IV)	250
WAIR	Winston-Salem, N. C. (IV)	250
WATG	Ashland, O. (IV)	250
WIZE	Springfield, O. (IV)	250
WSTV	Steubenville, O. (IV)	250
KIHN	Hugo, Okla. (IV)	250
KOCY	Oklahoma City, Okla. (IV)	250
KRUL	Corvallis, Ore. (IV)	250
KUIN	Grants Pass, Ore. (IV)	250
KIHR	Hood River, Ore. (IV)	250
KFIR	North Bend, Ore. (IV)	250
WFBG	Altoona, Pa. (IV)	250
WCVI	Connellsville, Pa. (IV)	250
WSAJ	Grove City, Pa. (IV)	SH-100
WKRZ	Oil City, Pa. (IV)	250
WHAT	Philadelphia, Pa. (IV)	250
WRAW	Reading, Pa. (IV)	250
WBRE	Wilkes-Barre, Pa. (IV)	250
WWPA	Williamsport, Pa. (IV)	250
WHAN	Charleston, S. C. (IV)	250
WRHI	Rock Hill, S. C. (IV)	250
WFIG	Sumter, S. C. (IV)	250
KIJV	Huron, S. D. (IV)	250
†KRSD	Rapid City, S. D. (IV)	250
WBAC	Cleveland, Tenn. (IV)	250
WKRM	Columbia, Tenn. (IV)	250
†WAEW	Crossville, Tenn. (IV)	100
WGRV	Greenville, Tenn. (IV)	250
WKGN	Knoxville, Tenn. (IV)	250
†WAMB	Lebanon, Tenn. (IV)	100
WHHM	Memphis, Tenn. (IV)	250
WCDT	Winchester, Tenn. (IV)	250
KWKC	Abilene, Tex. (IV)	250
KAND	Corsicana, Tex. (IV)	250
KSET	El Paso, Tex. (IV)	250
KNAF	Fredericksburg, Tex. (IV)	250
KFYO	Lubbock, Tex. (IV) (CP for 790 kc)	250
KRBA	Lufkin, Tex. (IV)	250
KVKM	Monahans, Tex. (IV)	250
KPDN	Pampa, Tex. (IV)	250
KOLE	Port Arthur, Tex. (IV)	250
KTXL	San Angelo, Tex. (IV)	250
KVIC	Victoria, Tex. (IV)	250
KJAM	Vernal, Utah (IV)	250
WTWN	St. Johnsbury, Vt. (IV)	250
WKEY	Covington, Va. (IV)	250
WHAP	Hopewell, Va. (IV)	250
WJMA	Orange, Va. (IV)	250
WRAD	Radford, Va. (IV)	250
KPKW	Pasco, Wash. (IV)	250
KAPA	Raymond, Wash. (IV)	250
KSPO	Spokane, Wash. (IV) (CP from 1230 kc)	250
KWNW	Wenatchee, Wash. (IV)	250
WHAR	Clarksburg, W. Va. (IV)	250
WEPM	Martinsburg, W. Va. (IV)	250
WMON	Montgomery, W. Va. (IV)	250
WBRW	Welch, W. Va. (IV)	250
WLDY	Ladysmith, Wis. (IV)	250
WEMP	Milwaukee, Wis. (IV)	250
WFHR	Wisconsin Rapids, Wis. (IV)	250
KOWB	Laramie, Wyo. (IV)	250
KIBH	Seward, Alaska (IV)	SH-250
WSTA	Charlotte Amalie, V.I. (IV)	250

(Continued on page 452)

XUM

AM Stations by Frequencies

(Continued from page 451)

1350 KC. REGIONAL

Call Letters	City	Power in Watts
WGAD	Gadsden, Ala. (III-B)	LS-5,000 DA-N-1,000
KCSB	San Bernardino, Cal. (III-B)	DA-N-500
KSRO	Santa Rosa, Cal. (III-B)	DA-1,000
KGHF	Pueblo, Colo. (III-B)	LS-5,000 DA-N-1,000
WNLK	Norwalk, Conn. (III-B)	DA-N-500
†......	Putnam, Conn. (III)	D-500
KRLC	Lewiston, Ida. (III-B)	DA-N-1,000
WEEK	Peoria, Ill. (III-B)	DA-1,000
WIOU	Kokomo, Ind. (III-B)	DA-1,000
KRNT	Des Moines, Ia. (III-A)	DA-N-5,000
KMAN	Manhattan, Kan. (III)	D-500
WLOU	Louisville, Ky. (III)	D-1,000
WSMB	New Orleans, La. (III-A)	DA-N-5,000
KREI	Farmington, Mo. (III) (CP for 800 kc)	D-1,000
WCBA	Corning, N. Y. (III)	D-1,000
WHIP	Mooresville, N. C.	D-1,000
WADC	Akron, O. (III-A)	DA-5,000
KRHD	Duncan, Okla. (IV)	LS-250 N-100
WORK	York, Pa. (III-B)	LS-5,000 DA-N-1,000
†WGSW	Greenwood, S. C. (III)	D-1,000
KCAR	Clarksville, Tex. (III)	D-500
KCOR	San Antonio, Tex. (III-B)	LS-5,000 DA-U-N-1,000
WSAP	Portsmouth, Va.	DA-5,000
†WPDR	Portage, Wisc. (III)	D-1,000

1360 KC. REGIONAL

Call Letters	City	Power in Watts
WELR	Roanoke, Ala. (III)	D-1,000
KFFA	Helena, Ark. (III-B)	DA-N-1,000
KMOD	Modesto, Cal. (III-B)	DA-N-1,000
KGB	San Diego, Cal. (III-A)	1,000
WDRC	Hartford, Conn. (III-A)	DA-5,000
WOBS	Jacksonville, Fla. (III)	D-1,000
WKAT	Miami Beach, Fla. (III-B)	LS-5,000 N-1,000
WLBK	DeKalb, Ill. (III)	D-500
WVMC	Mt. Carmel, Ill. (III)	D-500
KXGI	Fort Madison, Ia. (III)	D-500
KSCJ	Sioux City, Ia. (III-A)	DA-N-5,000
KVIM	New Iberia, La. (III)	D-1,000
WLYN	Lynn, Mass. (III)	D-1,000
WGFG	Kalamazoo, Mich. (III-B)	DA-N-1,000
KDLM	Devils Lake, Minn. (III)	D-1,000
WWBZ	Vineland, N. J. (III-B)	DA-N-1,000
WKOP	Binghamton, N. Y. (III)	LS-1,000 DA-N-500
†WCHL	Chapel Hill, N. C. (III)	D-1,000
WSAI	Cincinnati, O. (III-A)	DA-N-5,000
WMCK	McKeesport, Pa. (III-B)	DA-N-1,000
WPPA	Pottsville, Pa. (III-B)	LS-1,000 DA-N-500
WELP	Easley, S. C. (III)	D-1,000
WLCM	Lancaster, S. C. (III)	D-1,000
WNAH	Nashville, Tenn. (III)	D-1,000
KREL	Baytown, Tex. (III-B)	DA-1,000
KRIS	Corpus Christi, Tex. (III-A)	1,000
KXOL	Ft. Worth, Tex. (III-B)	DA-N-1,000
†KMEA	Lamesa, Tex. (III)	D-1,000
KMO	Tacoma, Wash. (III-A)	5,000
WHJC	Matewan, W. Va.	D-1,000
WBAY	Green Bay, Wis. (III-A)	DA-N-5,000
WMNE	Menomonie, Wis. (III)	D-500
KVRS	Rock Springs, Wyo. (III-B)	LS-1,000 DA-N-500

1370 KC. REGIONAL

Call Letters	City	Power in Watts
†KPLN	Camden, Ark. (III)	D-1,000
KBUC	Corona, Cal. (III-B)	LS-1,000 DA-N-500
KEEN	San Jose, Cal. (III-B)	DA-1,000
WCOA	Pensacola, Fla. (III-A)	DA-N-5,000
WBGR	Jesup, Ga. (III)	D-1,000
WPRC	Lincoln, Ill. (III)	D-500
WTTS	Bloomington, Ind. (III-B)	LS-5,000 DA-U-N-500
WGRY	Gary, Ind. (III)	D-500
KDTH	Dubuque, Ia. (III-B)	DA-N-1,000
KGNO	Dodge City, Kan. (III-B)	LS-5,000 DA-N-1,000
†WKIK	Leonardtown, Md. (III)	D-1,000
KSUM	Fairmont, Minn. (III-B)	DA-1,000
†WDOB	Canton, Miss (III)	D-500
KCRV	Caruthersville, Mo.	D-1,000
†WBVL	Boonville, Mo. (III)	D-1,000
KXLF	Butte, Mont. (III-A)	5,000
WFEA	Manchester, N. H. (III-A)	DA-5,000
WALK	Patchogue, N. Y. (III)	D-500
WSAY	Rochester, N. Y. (III-A)	DA-1,000 *DA-N-5,000
WLTC	Gastonia, N. C. (III)	D-1,000
WSPD	Toledo, O. (III-A)	DA-N-5,000
KAST	Astoria, Ore. (III-B)	DA-N-1,000
WPAZ	Pottstown, Pa. (III)	D-1,000
WDEF	Chattanooga, Tenn. (III-A)	LS-5,000 DA-N-1,000 *DA-N-5,000
WDXE	Lawrenceburg, Tenn. (III)	D-1,000
KTXN	Austin, Tex. (III)	D-1,000
KFRO	Longview, Tex. (III-B)	DA-N-1,000
†WBTN	Bennington, Vt. (III)	D-500
†WJWS	South Hill, Va. (III)	D-1,000
WMOD	Moundsville, W. Va. (III) (CP from 1470 kc)	D-1,000
KVWO	Cheyenne, Wyo. (III)	D-1,000

1380 KC. REGIONAL

Call Letters	City	Power in Watts
†KGRO	Malvern, Ark. (III)	D-1,000
KGMS	Sacramento, Cal.	DA-D-1,000
KSBW	Salinas, Cal. (III-B)	DA-1,000
WAMS	Wilmington, Del. (III-B)	DA-1,000
†WKDO	Chattahoochee, Fla. (III)	D-500
WTSP	St. Petersburg, Fla. (III-A)	DA-N-5,000
WATL	Atlanta, Ga. (III-A)	DA-N-5,000
WKJG	Ft. Wayne, Ind. (III-A)	DA-5,000
KCIM	Carroll, Ia. (III)	DA-1,000
WTTH	Port Huron, Mich. (III-B)	DA-1,000
†......	Kansas City, Mo. (III)	D-1,000
KWK	St. Louis, Mo. (III-A)	DA-N-5,000
WAWZ	Zarepath, N. J. (III-A) (ST-WBNX)	DA-5,000
WBNX	New York, N. Y. (III-A) (ST-WAWZ)	DA-5,000
WLOS	Asheville, N. C. (III-B)	LS-5,000 DA-N-1,000
WTOB	Winston-Salem, N. C. (III)	DA-1,000 *LS-5,000 *DA-N-1,000
KSWO	Lawton, Okla. (III-B)	DA-1,000
KMUS	Mukogee, Okla. (III-B)	LS-1,000 DA-N-500
KSRV	Ontario, Ore. (III)	DA-N-1,000
WHYL	Carlisle, Pa. (III)	D-1,000
WACB	Kittanning, Pa. (III)	D-1,000
†WNRI	Woonsocket, R. I. (III)	D-1,000
†WAGS	Bishopville, S. C. (III)	D-1,000
KOTA	Rapid City, S. D. (III-A)	DA-N-5,000
KPBX	Beaumont, Tex. (III)	D-1,000
KBWD	Brownwood, Tex. (III-B)	LS-1,000 N-500
KTSM	El Paso, Tex. (III-B)	LS-1,000 N-500
KBOP	Pleasanton, Tex. (III)	D-1,000
WSYB	Rutland, Vt. (III-B)	DA-N-1,000
WMBG	Richmond, Va. (III-A)	DA-N-5,000
KRKO	Everett, Wash. (III-A)	DA-N-1,000
WBEL	Beloit, Wis. (III)	D-1,000 *DA-D-5,000
KHON	Honolulu, T. H. (III-A)	5,000

1390 KC. REGIONAL

Call Letters	City	Power in Watts
WSPC	Anniston, Ala. (III-B)	LS-5,000 DA-N-1,000
KGER	Long Beach, Cal. (III-A)	DA-N-5,000
KTUR	Turlock, Cal. (III-B)	DA-N-1,000
WGES	Chicago, Ill. (III-A)	DA-5,000
WJCD	Seymour, Ind. (III)	D-500
KCBC	Des Moines, Ia. (III-B)	DA-1,000
KNOE	Monroe, La. (III-A)	DA-N-5,000
KOBK	Owatonna, Minn. (III)	D-500
WEOK	Poughkeepsie, N. Y. (III)	D-1,000
WFBL	Syracuse, N. Y. (III-A)	DA-N-5,000
WFNC	Fayetteville, N. C. (III)	LS-5,000 DA-U-N-1,000
WEED	Rocky Mount, N. C. (III)	DA-1,000
KLPM	Minot, N. D. (III-A)	LS-5,000 N-1,000
WOHP	Bellefontaine, O. (III)	D-500
WFMJ	Youngstown, O. (III-A)	DA-N-5,000
KCRC	Enid, Okla. (III-B)	DA-1,000
KSLM	Salem, Ore. (III-A)	1,000
WLAN	Lancaster, Pa. (III-B)	DA-N-1,000
WCSC	Charleston, S. C. (III-A)	DA-N-5,000
WTJS	Jackson, Tenn. (III-B)	DA-N-1,000
KULP	El Campo, Tex. (III)	D-500
†KWHA	Wapahachie, Tex. (III)	DA-D-500
WEAM	Arlington, Va. (III-A)	DA-5,000
WWOD	Lynchburg, Va. (III-B)	DA-1,000 *LS-5,000 *DA-N-1,000

1400 KC. LOCAL

Call Letters	City	Power in Watts
WMSL	Decatur, Ala. (IV)	250
WXAL	Demopolis, Ala. (IV)	250
WFPA	Fort Payne, Ala. (IV)	250
WGYV	Greenville, Ala. (IV)	250
WJLD	Homewood, Ala. (IV)	250
WJHO	Opelika, Ala. (IV)	250
KCLF	Clifton, Ariz. (IV)	250
KTUC	Tucson, Ariz. (IV)	250
KYMA	Yuma, Ariz. (IV)	250
KELD	El Dorado, Ark. (IV)	250
KCLA	Pine Bluff, Ark. (IV)	250
KRE	Berkeley, Cal. (IV)	250
KCRE	Crescent City, Cal. (IV)	250
KREO	Indio, Cal. (IV)	250
KCOY	Santa Maria, Cal. (IV)	250
KSPA	Santa Paula, Cal. (IV)	250
KUKI	Ukiah, Cal. (IV)	250
KONG	Visalia, Cal. (IV)	250
KRLN	Canon City, Colo. (IV)	SH-250
KNBZ	La Junta, Colo. (IV)	250
WICH	Norwich, Conn. (IV)	250
WSTC	Stamford, Conn. (IV)	250
WFTL	Ft. Lauderdale, Fla. (IV)	250
WIRA	Ft. Pierce, Fla. (IV)	250
WRHC	Jacksonville, Fla. (IV)	250
WPCF	Panama City, Fla. (IV)	250
WTRR	Sanford, Fla. (IV)	250
WSGC	Elberton, Ga. (IV)	250
WDUN	Gainesville, Ga. (IV)	250
WNEX	Macon, Ga. (IV)	250
WMGA	Moultrie, Ga. (IV)	250
WCOH	Newnan, Ga. (IV)	250
WDAR	Savannah, Ga. (IV)	250
KIFI	Idaho Falls, Ida. (IV)	250
KRPL	Moscow, Ida. (IV)	250
KSPT	Sandpoint, Ida. (IV)	250
WDWS	Champaign, Ill. (IV)	250
WGIL	Galesburg, Ill. (IV)	250
WEOA	Evansville, Ind. (IV)	250
WBAT	Marion, Ind.	250
KCOG	Centerville, Ia. (IV)	100
KVFD	Ft. Dodge, Ia. (IV)	250
KTSW	Emporia, Kan. (IV)	250
KAYS	Hays, Kan. (IV)	250
WIEL	Elizabethtown, Ky. (IV)	250
WLCS	Baton Rouge, La. (IV) (CP for 910 kc)	250
WIHL	Hammond, La. (IV) (CP from 730 kc)	250
KAOK	Lake Charles, La. (IV)	250
WRDO	Augusta, Me. (IV)	250
WIDE	Biddeford, Me. (IV)	250
WWIN	Baltimore, Md. (IV)	250
WALE	Fall River, Mass. (IV)	250
WLLH	Lowell, Mass. (IV)	250
WHMP	Northampton, Mass. (IV)	250
WELL	Battle Creek, Mich. (IV)	250
WJLB	Detroit, Mich. (IV)	250
WHDF	Houghton, Mich. (IV)	250
WSAM	Saginaw, Mich. (IV)	250
WTCM	Traverse City, Mich. (IV)	250
KLIZ	Brainerd, Minn. (IV)	250
KMHL	Marshall, Minn. (IV)	250
WMIN	St. Paul, Minn. (IV)	250
WHLB	Virginia, Minn. (IV)	250
WBIP	Booneville, Miss. (IV)	250
WNAG	Grenada, Miss. (IV)	250
WFOR	Hattiesburg, Miss. (IV)	250
WJQS	Jackson, Miss. (IV)	250
WMBC	Macon, Miss. (IV)	250
KFRU	Columbia, Mo. (IV)	250
KSIM	Sikeston, Mo. (IV)	250
KTTS	Springfield, Mo. (IV)	250
KXGN	Glendive, Mont. (IV)	250
KXLK	Great Falls, Mont. (IV)	250
KCOW	Alliance, Neb. (IV)	250
KOLN	Lincoln, Neb. (IV)	250
WTSL	Hanover, N. H. (IV)	250
WOND	Pleasantville, N. J. (IV)	250
KGFL	Roswell, N. M. (IV)	250
KTRC	Santa Fe, N. M. (IV)	250
KCHS	Truth or Consequences, N. M. (IV)	250
KTNM	Tucumcari, N. M. (IV)	250
WABY	Albany, N. Y. (IV)	250
WBNY	Buffalo, N. Y. (IV)	250
WELM	Elmira, N. Y. (IV)	250
WSLB	Ogdensburg, N. Y. (IV)	250
WDOS	Oneonta, N. Y. (IV)	250
WGBG	Greensboro, N. C. (IV)	250
WSIC	Statesville, N. C. (IV)	250
†WLSE	Wallace, N. C. (IV)	250
WHCC	Waynesville, N. C. (IV)	250
KNOX	Grand Forks, N. D. (IV)	250
WMAN	Mansfield, O. (IV)	250
WPAY	Portsmouth, O. (IV)	250
KWON	Bartlesville, Okla. (IV)	250
KTMC	McAlester, Okla. (IV)	250
KNOR	Norman, Okla. (IV)	250
KWIN	Ashland, Ore. (IV)	250
†KCTG	Cottage Grove, Ore. (IV)	250
WEST	Easton, Pa. (IV)	250
WHGB	Harrisburg, Pa. (IV)	250
WHUN	Huntingdon, Pa. (IV)	250
WJAC	Johnstown, Pa. (IV)	250
WDAS	Philadelphia, Pa. (IV)	250
WKBI	St. Marys, Pa. (IV)	250
WRAK	Williamsport, Pa. (IV)	250
WCOS	Columbia, S. C. (IV)	250
WGTN	Georgetown, S. C. (IV)	250
†WJAN	Spartanburg, S. C. (IV)	250
WJZM	Clarksville, Tenn. (IV)	250
WHUB	Cookeville, Tenn. (IV)	250
WKPT	Kingsport, Tenn. (IV)	250
WGAP	Maryville, Tenn. (IV)	250
WHAL	Shelbyville, Tenn. (IV)	250
KRUN	Ballinger, Tex. (IV)	250
KTXC	Big Spring, Tex. (IV)	100
KUNO	Corpus Christi, Tex. (IV)	250
KLUF	Galveston, Tex. (IV)	250
KGVL	Greenville, Tex. (IV)	250
KEBE	Jacksonville, Tex. (IV)	250
KIUN	Pecos, Tex. (IV)	250
KEYE	Perryton, Tex. (IV)	250
KVOP	Plainview, Tex. (IV)	250
KDWT	Stamford, Tex. (IV)	250
KTEM	Temple, Tex. (IV)	250
KTFS	Texarkana, Tex. (IV)	250
KLDS	Provo, Utah (IV)	250
WEVA	Emporia, Va. (IV)	250
WBOB	Galax, Va. (IV)	250
WLOW	Portsmouth, Va. (IV)	250
WHLF	South Boston, Va. (IV)	250
WTON	Staunton, Va. (IV)	250
WINC	Winchester, Va. (IV)	250
KFDR	Grand Coulee, Wash. (IV)	250
KWLK	Longview, Wash. (IV)	250
KTNT	Tacoma, Wash. (IV)	250
KYAK	Yakima, Wash. (IV)	250
WCAW	Charleston, W. Va. (IV)	250
WBLK	Clarkburg, W. Va. (IV)	250
WRON	Ronceverte, W. Va. (IV)	250
WKWK	Wheeling, W. Va. (IV)	250
WBTH	Williamson, W. Va. (IV)	250
WATW	Ashland, Wis. (IV)	250
WBIZ	Eau Claire, Wis. (IV)	250
WDUZ	Green Bay, Wis.	250
WRJN	Racine, Wis. (IV)	250
†WRDB	Reedsburg, Wisc. (IV)	250
WSAU	Wausau, Wis. (IV)	250
KODI	Cody, Wyo. (IV)	250
WAEL	Mayaguez, P. R. (IV)	250
WITA	San Juan, P. R. (IV)	250

1410 KC. REGIONAL

Call Letters	City	Power in Watts
WALA	Mobile, Ala. (III-A)	DA-N-5,000
KERN	Bakersfield, Cal. (III-A)	1,000
KMYC	Marysville, Cal.	DA-1,000
KCOL	Ft. Collins, Colo. (III-B)	DA-N-1,000
WONS	Hartford, Conn. (III-A)	DA-5,000
WDOV	Dover, Del. (III)	D-1,000
WMYR	Ft. Myers, Fla.	D-1,000
WLAQ	Rome, Ga.	DA-N-1,000
WRMN	Elgin, Ill. (III)	D-500
WTIM	Taylorville, Ill. (III)	DA-D-1,000
KCLO	Leavenworth, Kan. (III)	D-500
KWBB	Wichita, Kan. (III-B)	DA-1,000
WLBJ	Bowling Green, Ky.	LS-5,000 DA-U-N-1,000
WGRD	Grand Rapids, Mich. (III)	D-1,000
WFCB	Dunkirk, N. Y. (III-B)	DA-500
WEGO	Concord, N. C. (III)	D-1,000
WING	Dayton, O. (III-A)	DA-N-5,000
KPAM	Portland, Ore. (III)	D-1,000
†WLSH	Lansford, Pa. (III)	D-1,000
KQV	Pittsburgh, Pa. (III-A)	DA-5,000
KBUD	Athens, Tex. (IV)	D-250
KXIT	Dalhart, Tex. (III)	D-500
KRIG	Odessa, Tex. (III-B)	DA-N-1,000
KNAL	Victoria, Tex. (III)	DA-N-500
†WRIS	Roanoke, Va. (III)	D-5,000
WKBH	LaCrosse, Wis. (III-A)	DA-N-5,000
KWYO	Sheridan, Wyo. (III-B)	LS-1,000 N-500

1420 KC. REGIONAL

Call Letters	City	Power in Watts
KDAS	Malvern, Ark. (III)	D-1,000
KPOC	Pocahontas, Ark. (III)	D-1,000
KSTN	Stockton, Cal. (III-B)	DA-1,000
WRBL	Columbus, Ga. (III-A)	DA-N-5,000
WLET	Toccoa, Ga. (III)	D-1,000
WIMS	Michigan City, Ind. (III)	D-1,000 *LS-1,000 *DA-N-500
WOC	Davenport, Iowa (III-A)	DA-5,000
KJCK	Junction City, Kan. (III)	D-1,000
WVJS	Owensboro, Ky. (III-B)	DA-1,000
KLFY	Lafayette, La. (III)	LS-1,000 DA-N-500
KTOE	Mankato, Minn. (III-A)	LS-5,000 DA-N-1,000
WQBC	Vicksburg, Miss. (III-B)	LS-1,000 N-500
WLNA	Peekskill, N. Y. (III)	D-1,000
WVOT	Wilson, N. C. (III)	LS-1,000 DA-N-500
WHK	Cleveland, O. (III-A)	DA-N-5,000
KTJS	Hobart, Okla. (IV)	D-250
WCOJ	Coatesville, Pa. (IV)	D-1,000
WPJB	Providence, R. I. (III-A)	DA-5,000
†WCRE	Cheraw, S. C. (III)	D-500
WKSR	Pulaski, Tenn. (III) (CP from 730 kc)	DA-N-1,000
KFYN	Bonham, Tex. (IV)	D-250
KTRE	Lufkin, Tex. (III-B)	DA-N-1,000
KGNB	New Braunfels, Tex. (III)	D-1,000
WWSR	St. Albans, Vt. (III)	D-1,000
KUJ	Walla Walla, Wash. (III-A)	DA-N-5,00

1430 KC. REGIONAL

Call Letters	City	Power in Watts
KARM	Fresno, Cal. (III-A)	DA-5,0
KALI	Pasadena, Cal. (III)	DA-D-1,0
WLAK	Lakeland, Fla. (III-B)	1,0
WMOC	Covington, Ga. (III)	D-1,0
WCMY	Ottawa, Ill. (III)	D-5
WIRE	Indianapolis, Ind. (III-A)	DA-N-5,0
KASI	Ames, Ia. (III)	D-1,0
WNAV	Annapolis, Md. (III-B)	DA-N-1,0
WHIL	Medford, Mass. (III)	D-5
†WION	Ionia, Mich. (III)	D-5
WIL	St. Louis, Mo. (III-A)	DA-5,0
†KRGI	Grand Island, Nebr. (III)	DA-N-1,0
WNJR	Newark, N. J. (III-A)	DA-N-5,0
WENE	Endicott, N. Y. (III)	DA-5,
WRXO	Roxboro, N. C. (III)	D-1,
WFOB	Fostoria, Ohio (III)	DA-1,
WCLT	Newark, O. (III)	D-5

Call Letters	City	Power in Watts
KTUL	Tulsa, Okla. (III-A)	DA-N-5,000
KGAE	Salem, Ore. (III)	D-1,000
WVAM	Altoona, Pa. (III-B)	DA-1,000
WOKE	Oak Ridge, Tenn. (III) (CP for 1290 kc)	D-1,000
WDBL	Springfield, Tenn. (III)	D-1,000
KSTB	Breckenridge, Tex. (III)	D-1,000
KSIJ	Gladewater, Tex. (III)	D-1,000
KCOH	Houston, Tex. (III)	D-1,000
KLO	Ogden, Utah (III-A)	DA-5,000
KBRC	Mt. Vernon, Wash. (III)	DA-N-500
WEIR	Weirton, W. Va. (III)	DA-1,000
WBEV	Beaver Dam, Wis. (III)	D-1,000

1440 KC. REGIONAL

Call Letters	City	Power in Watts
WSFA	Montgomery, Ala. (III-B)	LS-5,000 DA-N-1,000
KVON	Napa, Cal. (III-B)	DA-500
KPRO	Riverside, Cal. (III-B)	1,000
WBIS	Bristol, Conn. (III)	D-500
WGIG	Brunswick, Ga. (III-B)	DA-N-1,000
KWIK	Pocatello, Ida. (III-B)	DA-1,000
WPRS	Paris, Ill.	D-500
WGEM	Quincy, Ill. (III-B)	DA-1,000
WROK	Rockford, Ill. (III-B)	LS-1,000 N-500
WPGW	Portland, Ind. (III)	DA-D-500
†KCHE	Cherokee, Ia. (III)	D-500
KJAY	Topeka, Kan. (III-B)	LS-5,000 DA-U-N-1,000
KMLB	Monroe, La. (III-B)	LS-5,000 DA-N-1,000
WAAB	Worcester, Mass. (III-A)	DA-5,000
WBCM	Bay City, Mich. (III-B)	LS-1,000 N-500
KEYD	Minneapolis, Minn. (III)	D-5,000
WJJL	Niagara Falls, N. Y. (III)	D-1,000
KFJM	Grand Forks, N. D. (III-B) (ST-KILO)	LS-1,000 N-500
KILO	Grand Forks, N. D. (III-B) (ST-KFSM)	LS-1,000 N-500
WHHH	Warren, O. (III-A)	DA-5,000
KMED	Medford, Ore. (III-A)	LS-5,000 N-1,000
WGCB	Red Lion, Pa. (III)	D-1,000
WMRC	Greenville, S. C. (III-A)	DA-5,000
KFDA	Amarillo, Tex. (III-B)	LS-5,000 DA-N-1,000
KEYS	Corpus Christi, Tex. (III-B)	LS-1,000 DA-N-500
KDNT	Denton, Tex. (III) (CP from 1450 kc)	LS-1,000 DA-N-500
WHIS	Bluefield, W. Va. (III-A)	DA-N-5,000
WJPG	Green Bay, Wis. (III)	LS-1,000 DA-U-N-500

1450 KC. LOCAL

Call Letters	City	Power in Watts
WHMA	Anniston, Ala. (IV)	250
WBCO	Bessemer, Ala. (IV)	250
WDIG	Dothan, Ala. (IV)	250
WFUN	Huntsville, Ala. (IV)	250
WLAY	Muscle Shoals City, Ala. (IV)	250
KAWT	Douglas, Ariz. (IV)	250
KOPO	Tucson, Ariz. (IV)	250
KAMD	Camden, Ark. (IV)	250
KGRH	Fayetteville, Ark. (IV)	250
KENA	Mena, Ark. (IV)	250
KXLR	N. Little Rock, Ark. (IV) (CP for 1150 kc)	250
†KSCY	Searcy, Ark. (IV)	250
KYOR	Blythe, Cal. (IV)	250
†KPAL	Palm Springs, Cal. (IV)	250
KTIP	Porterville, Cal. (IV)	250
KSAN	San Francisco, Cal. (IV)	250
KROG	Sonora, Cal. (IV)	250
KVEN	Ventura, Cal. (IV)	250
†KAGR	Yuba City, Cal. (IV)	100
KGIW	Alamosa, Colo. (IV)	250
KYOU	Greeley, Colo. (IV)	250
WNAB	Bridgeport, Conn. (IV)	250
WILM	Wilmington, Del. (IV)	250
WOL	Washington, D. C. (IV)	250
WMFJ	Daytona Beach, Fla. (IV)	250
WNER	Live Oak, Fla. (IV)	250
WWPB	Miami, Fla. (IV)	250
WBSR	Pensacola, Fla. (IV)	250
WSPB	Sarasota, Fla. (IV)	250
WTNT	Tallahassee, Fla. (IV)	250
WGPC	Albany, Ga. (IV)	250
WBHF	Carterville, Ga. (IV)	250
†WCON	Cornelia, Ga. (IV)	250
WKEU	Griffin, Ga. (IV)	250
WMVG	Milledgeville, Ga. (IV)	250
WCCP	Savannah, Ga. (IV)	250
KEEP	Twin Falls, Ida. (IV)	250
WHFC	Cicero, Ill. (IV)	250
WKEI	Kewanee, Ill. (IV)	100
WCVS	Springfield, Ill. (IV)	250
WANE	Ft. Wayne, Ind. (IV)	250
WASK	Lafayette, Ind. (IV)	250
WAOV	Vincennes, Ind. (IV)	250
KPIG	Cedar Rapids, Ia. (IV)	250
KWBW	Hutchinson, Kan. (IV)	250
WLCK	Campbellsville, Ky. (IV)	250
WPAD	Paducah, Ky. (IV)	250
KSIG	Crowley, La. (IV)	250
KWCJ	Natchitoches, La. (IV)	250
WTIX	New Orleans, La. (IV)	250
WAGM	Presque Isle, Me. (IV)	250
WRKD	Rockland, Me. (IV)	250
†WRUM	Rumford, Me. (IV)	250
WTBO	Cumberland, Md. (IV)	250
WMAS	Springfield, Mass. (IV)	250
WATZ	Alpena, Mich. (IV)	250
WHTC	Holland, Mich. (IV)	250
WMIQ	Iron Mountain, Mich. (IV)	250
TBM	Jackson, Mich. (IV)	250
WKLA	Ludington, Mich. (IV)	250
WHLS	Port Huron, Mich. (IV)	250
KATE	Albert Lea, Minn. (IV)	250
KBUN	Bemidji, Minn. (IV)	250
KBMW	Breckenridge, Minn. (IV)	250
KDMA	Montevideo, Minn. (IV)	100
KFAM	St. Cloud, Minn. (IV)	250
WROX	Clarksdale, Miss. (IV)	250
WCJU	Columbia, Miss. (IV)	250
WJXN	Jackson, Miss. (IV)	250
WTOK	Meridian, Miss. (IV)	250
WNAT	Natchez, Miss. (IV)	250
WROB	West Point, Miss. (IV)	250
WMBH	Joplin, Mo. (IV)	250
KIRX	Kirksville, Mo. (IV)	250
KWPM	West Plains, Mo. (IV)	250
†......	Warrensburg, Mo. (IV)	250
KXLQ	Bozeman, Mont. (IV)	250
KXLL	Missoula, Mont. (IV)	250
KWBE	Beatrice, Neb. (IV)	250
KBRL	McCook, Neb. (IV)	250
WKXL	Concord, N. H. (IV)	250
WFPG	Atlantic City, N. J. (IV)	250
WCTC	New Brunswick, N. J. (IV)	250
KSVP	Artesia, N. M. (IV) (CP for 990 kc)	250
KLMX	Clayton, N. M. (IV)	250
KOBE	Las Cruces, N. M. (IV)	250
KENM	Portales, N. M. (IV)	250
WHDL	Allegany, N. Y. (IV)	250
WCLI	Corning, N. Y. (IV)	250
WWSC	Glens Falls, N. Y. (IV)	250
WKIP	Poughkeepsie, N. Y. (IV)	250
WKAL	Rome, N. Y. (IV)	250
WNBZ	Saranac Lake, N. Y. (IV)	250
WATA	Boone, N. C. (IV)	250
WGNC	Gastonia, N. C. (IV)	250
†WBID	Henderson, N. C. (IV)	250
WHKP	Hendersonville, N. C. (IV)	250
WBUY	Lexington, N. C. (IV)	250
WHIT	New Bern, N. C. (IV)	250
KWBM	Williston, N. D. (IV)	250
WJER	Dover, O. (IV)	250
WMOH	Hamilton, O. (IV)	250
WLEC	Sandusky, O. (IV)	250
KWHW	Altus, Okla. (IV)	250
KGFF	Shawnee, Okla. (IV)	250
KSIW	Woodward, Okla. (IV)	250
KWRO	Coquille, Ore. (IV)	250
KORE	Eugene, Ore. (IV)	250
KFLW	Klamath Falls, Ore. (IV)	250
KLBM	La Grande, Ore. (IV)	250
KBPS	Portland, Ore. (IV)	250
WLEU	Erie, Pa. (IV)	250
WGET	Gettysburg, Pa. (IV)	250
WDAD	Indiana, Pa. (IV)	250
WPAM	Pottsville, Pa. (IV)	250
WMAJ	State College, Pa. (IV)	250
WJPA	Washington, Pa. (IV)	250
WUSN	Charleston, S. C. (IV)	250
WCRS	Greenwood, S. C. (IV)	250
WHSC	Hartsville, S. C. (IV)	250
WMRA	Myrtle Beach, S. C. (IV)	250
WRNO	Orangeburg, S. C. (IV)	250
WLAR	Athens, Tenn. (IV)	250
WAGC	Chattanooga, Tenn. (IV)	250
WDSG	Dyersburg, Tenn. (IV)	250
†WLAF	La Follette, Tenn. (IV)	100
WCRK	Morristown, Tenn. (IV)	250
WGNS	Murfreesboro, Tenn. (IV)	250
KRIC	Beaumont, Tex. (IV)	250
KDNT	Denton, Tex. (IV) (CP for 1440 kc)	250
KCTI	Gonzales, Tex. (IV)	250
KMBL	Junction, Tex. (IV)	100
KHIT	Lampasas, Tex. (IV)	250
KMHT	Marshall, Tex. (IV)	250
KNET	Palestine, Tex. (IV)	250
KSNY	Snyder, Tex. (IV) (CP from 1280 kc)	250
KVOU	Uvalde, Tex. (IV)	250
KEYY	Provo, Utah (IV)	250
WTSA	Brattleboro, Vt. (IV)	250
WFTR	Front Royal, Va. (IV)	250
WREL	Lexington, Va. (IV)	250
WMVA	Martinsville, Va. (IV)	250
WNVA	Norton, Va. (IV)	250
WLPM	Suffolk, Va. (IV)	250
KBKW	Aberdeen, Wash. (IV)	250
KCLX	Colfax, Wash. (IV)	250
KSEM	Moses Lake, Wash. (IV)	250
KONP	Port Angeles, Wash. (IV)	250
KPUY	Puyallup, Wash. (IV)	250
WPLH	Huntington, W. Va. (IV)	250
WPAR	Parkersburg, W. Va. (IV)	250
WHAW	Weston, W. Va. (IV)	250
KFIZ	Fond du Lac, Wis. (IV)	250
WDLB	Marshfield, Wis. (IV)	250
WRCO	Richland Center, Wis. (IV)	250
KWRL	Riverton, Wyo. (IV)	250
WRIA	Caguas, P. R. (IV)	250

1460 KC. REGIONAL

Call Letters	City	Power in Watts
KDON	Santa Cruz, Cal. (III-B)	DA-5,000
†WBTW	Bartow, Fla. (III)	D-1,000
WMBR	Jacksonville, Fla. (III-A)	DA-N-5,000
WGBA	Columbus, Ga. (III-B)	DA-1,000
WROY	Carmi, Ill. (III)	D-1,000
KSO	Des Moines, Ia. (III-A)	DA-N-5,000
KCRB	Chanute, Kan. (III)	D-1,000
WAFB	Baton Rouge, La. (III-B)	LS-5,000 DA-N-1,000
WBET	Brocton, Mass. (III) (CP from 990 kc)	DA-N-1,000
†WBRN	Big Rapids, Mich. (III)	D-500
WSTR	Sturgis, Mich. (III)	D-500
KENO	Las Vegas, Nev. (III)	DA-N-1,000
WOKO	Albany, N. Y. (III-A)	DA-N-5,000
WGNR	New Rochelle, N. Y. (III)	D-500
WHEC	Rochester, N. Y. (III-A)	DA-N-5,000
WFVG	Fuquay Springs, N. C. (III)	D-1,000
WBNS	Columbus, O. (III-B)	LS-5,000 DA-N-1,000
WCMB	Lemoyne, Pa. (III)	DA-5,000
WBCU	Union, S. C. (III-B)	DA-N-1,000
KBRZ	Freeport, Tex. (III)	D-500
†KVSP	Lubbock, Tex. (III)	D-500
WACO	Waco, Tex. (III-B)	DA-N-1,000
KIMA	Yakima, Wash. (III-B)	LS-1,000 N-500
WRAC	Racine, Wis. (III)	D-500
KINY	Juneau, Alaska (III-A) (CP for 1290 kc)	5,000

1470 KC. REGIONAL

Call Letters	City	Power in Watts
†KBLO	Hot Springs, Ark. (III)	D-1,000
KBMX	Coalinga, Cal. (III)	D-500
KXOA	Sacramento, Cal. (III-B)	DA-1,000
WMMW	Meriden, Conn. (III)	D-1,000
†WBOY	Tarpon Springs, Fla. (III)	D-5,000
WRGA	Rome, Ga. (III-A)	DA-N-5,000
WMBD	Peoria, Ill. (III-A)	DA-5,000
WCBC	Anderson, Ind. (III)	D-1,000
KTRI	Sioux City, Ia. (III-A)	DA-5,000
KARE	Atchison, Kan. (III-B)	DA-1,000
KPLC	Lake Charles, La. (III-B)	LS-5,000 DA-N-1,000
WLAM	Lewiston, Me. (III-A)	DA-5,000
WCLC	Flint, Mich. (III)	DA-1,000
WBIG	Greensboro, N. C. (III-A)	DA-N-5,000
KVLH	Pauls Valley, Okla. (IV)	D-250
WSAN	Allentown, Pa. (III-A)	DA-N-5,000
WATS	Sayre, Pa. (III)	D-1,000
WSOK	Nashville, Tenn. (III)	D-1,000
KRBC	Abilene, Tex. (III-B)	LS-5,000 DA-N-1,000
KCNY	San Marcos, Tex. (IV)	D-250
KELA	Centralia, Wash. (III-A)	1,000
WMOD	Moundsville, W. Va. (III) (CP for 1370 kc)	D-1,000
WBKV	West Bend, Wis. (III)	D-500
KSPR	Casper, Wyo. (III-B)	1,000

1480 KC. REGIONAL

Call Letters	City	Power in Watts
WABB	Mobile, Ala. (III-A)	DA-N-5,000
KGLU	Safford, Ariz. (III-A)	1,000
KIEM	Eureka, Cal. (III-A)	DA-5,000
KYOS	Merced, Cal. (III-A)	DA-N-5,000
KVOE	Santa Ana, Cal. (III-B)	DA-1,000
WRDW	Augusta, Ga. (III-A)	DA-N-5,000
WTHI	Terre Haute, Ind. (III-B)	DA-1,000
†WRSW	Warsaw, Ind. (III)	DA-500
KANS	Wichita, Kan. (III-B)	LS-5,000 DA-U-N-1,000
WSAR	Fall River, Mass. (III-A)	DA-5,000
KAUS	Austin, Minn. (III-B)	DA-1,000
KGCX	Sidney, Mont. (III-A)	DA-5,000
KLMS	Lincoln, Neb. (III-B)	DA-1,000
WLEA	Hornell, N. Y. (III)	D-1,000
WHOM	New York, N. Y. (III-A)	DA-5,000
WHBC	Canton, O. (III-A)	DA-N-5,000
†WRGD	Cincinnati, O. (III)	DA-D-1,000
WISL	Shamokin, Pa. (III-B)	DA-N-1,000
WFAK	Memphis, Tenn. (III)	D-1,000
†KGKO	Dallas, Tex. (III)	LS-1,000 DA-U-N-500
KLVL	Pasadena, Tex.	D-1,000
WBBL	Richmond, Va. (III)	SH-DA-5,000
WLEE	Richmond, Va. (III-A)	DA-5,000
WISC	Madison, Wis. (III-B)	DA-1,000

1490 KC. LOCAL

Call Letters	City	Power in Watts
†WANA	Anniston, Ala. (IV)	250
WILD	Birmingham, Ala. (IV) (CP for 850 kc)	250
WHBS	Huntsville, Ala. (IV) (CP for 1550 kc)	250
WRLD	Lanett, Ala. (IV)	250
WHBB	Selma, Ala. (IV)	250
WTBF	Troy, Ala. (IV)	250
KYCA	Prescott, Ariz. (IV)	250
KTKT	Tucson, Ariz. (IV)	250
KXAR	Hope, Ark. (IV)	250
†KTLO	Mt. Home, Ark. (IV)	250
KDRS	Paragould, Ark. (IV)	250
KOTN	Pine Bluff, Ark. (IV)	250
KXRJ	Russellville, Ark. (IV)	250
KDIA	Auburn, Cal. (IV)	250
KPAS	Banning, Cal. (IV)	250
KBLA	Burbank, Cal. (IV)	250
KICO	Calexico, Cal. (IV)	250
KAFP	Petaluma, Cal. (IV)	250
KBLF	Red Bluff, Cal. (IV)	250
KDB	Santa Barbara, Cal. (IV)	250
KSYC	Yreka, Cal. (IV)	250
KBOL	Boulder, Colo. (IV)	250
WNLC	New London, Conn. (IV)	250
WTOR	Torrington, Conn. (IV)	250
WTRL	Bradenton, Fla. (IV)	250
WTTT	Coral Gables, Fla. (IV)	250
WJBS	Deland, Fla. (IV)	250
WEAT	Lake Worth, Fla. (IV)	250
WSIR	Winter Haven, Fla. (IV)	250
WMGR	Bainbridge, Ga. (IV)	250
WMOG	Brunswick, Ga. (IV)	250
WMJM	Cordele, Ga. (IV)	250
WWNS	Statesboro, Ga. (IV)	250
KBLI	Blackfoot, Ida. (IV)	250
KCID	Caldwell, Ida. (IV)	250
WKRO	Cairo, Ill. (IV)	250
WDAN	Danville, Ill. (IV)	250
WTMV	E. St. Louis, Ill. (IV)	250
WOPA	Oak Park, Ill. (IV)	250
WKBV	Richmond, Ind. (IV)	250
WHOT	South Bend, Ind. (IV)	250
KBUR	Burlington, Iowa (IV)	250
WDBQ	Dubuque, Iowa (IV)	250
KRIB	Mason City, Iowa (IV)	250
KTOP	Topeka, Kan. (IV)	250
WCPM	Cumberland, Ky. (IV)	250
WFKY	Frankfort, Ky. (IV)	250
WKAY	Glasgow, Ky. (IV)	250
WOMI	Owensboro, Ky. (IV)	250
WSIP	Paintsville, Ky. (IV)	250
WIKC	Bogalusa, La. (IV)	250
KEUN	Eunice, La. (IV)	250
KCIL	Houma, La. (IV)	250
KRUS	Ruston, La. (IV)	250
WPOR	Portland, Me. (IV)	250
WTVL	Waterville, Me. (IV)	250
WCUM	Cumberland, Md. (IV)	250
WARK	Hagerstown, Md. (IV)	250
WHOB	Gardner, Mass. (IV)	250
WHAV	Haverhill, Mass. (IV)	250
WBEC	Pittsfield, Mass. (IV)	250
WTXL	W. Springfield, Mass. (IV)	250
WABJ	Adrian, Mich. (IV) (CP from 1500 kc)	250
WJBK	Detroit, Mich. (IV) (CP for 1500 kc)	250
†WESK	Escanaba, Mich. (IV)	250
WMDN	Midland, Mich. (IV)	250
KXRA	Alexandria, Minn. (IV)	250
KBZY	Grand Rapids, Minn. (IV)	250
WLOX	Biloxi, Miss. (IV)	250
WCLD	Cleveland, Miss. (IV)	250
WLAU	Laurel, Miss. (IV)	250
WHOC	Philadelphia, Miss. (IV)	250
WELO	Tupelo, Miss. (IV)	250
WVIM	Vicksburg, Miss. (IV)	250
KDMO	Carthage, Mo. (IV)	250
KTTR	Rolla, Mo. (IV)	250
KDRO	Sedalia, Mo. (IV)	250
KBOW	Butte, Mont. (IV)	250
KBON	Omaha, Neb. (IV)	250
KWRN	Reno, Nev. (IV) (CP for 1230 kc)	250
KWEW	Hobbs, N. M. (IV)	250
KRSN	Los Alamos, N. M. (IV)	250
KRTN	Raton, N. M. (IV)	250
WCSS	Amsterdam, N. Y. (IV)	250
WBTA	Batavia, N. Y. (IV)	250
WKNY	Kingston, N. Y. (IV)	250
WICY	Malone, N. Y. (IV)	250
†WDLC	Port Jervis, N. Y. (IV)	100
WOLF	Syracuse, N. Y. (IV)	250
WSSB	Durham, N. C. (IV)	250
WFLB	Fayetteville, N. C. (IV)	250
WLOE	Leaksville, N. C. (IV)	250
WMNC	Morganton, N. C. (IV)	250
†WOOW	New Bern, N. C. (IV)	250
WSTP	Salisbury, N. C. (IV)	250
KOVC	Valley City, N. D. (IV)	250
WBEX	Chillicothe, O. (IV)	250
WSRS	Cleveland Hts., O. (IV)	250
WOHI	East Liverpool, O. (IV)	250
WMOA	Marietta, O. (IV)	250
WMRN	Marion, O. (IV)	250
KBIX	Muskogee, Okla. (IV)	250
KBKR	Baker, Ore. (IV)	250
KRNR	Roseburg, Ore. (IV)	250
KOCO	Salem, Ore. (IV)	250
WESB	Bradford, Pa. (IV)	250
WAZL	Hazelton, Pa. (IV)	250
WARD	Johnstown, Pa. (IV)	250
WGAL	Lancaster, Pa. (IV)	250
WMRF	Lewistown, Pa. (IV)	250
WMGW	Meadville, Pa. (IV)	250
WBUD	Morrisville, Pa. (IV) (CP for 1260 kc)	250
WGCD	Chester, S. C. (IV)	250
WLAT	Conway, S. C. (IV)	250
WAKE	Greenville, S. C. (IV)	250
WALD	Walterboro, S. C. (IV)	250
KORN	Mitchell, S. D. (IV)	250
WOPI	Bristol, Tenn. (IV)	250
WDXB	Chattanooga, Tenn. (IV)	250
WPLI	Jackson, Tenn. (IV)	250
WJJM	Lewisburg, Tenn. (IV)	250
WATO	Oak Ridge, Tenn. (IV)	250
KNOW	Austin, Tex. (IV)	250
KIBL	Beeville, Tex. (IV)	250
KBST	Big Spring, Tex. (IV)	250
KHUZ	Borger, Tex. (IV)	250
KNEL	Brady, Tex. (IV)	250
KVAL	Brownsville, Tex. (IV)	250
KSAM	Huntsville, Tex. (IV)	250
KVOZ	Laredo, Tex.	250
KVOW	Littlefield, Tex. (IV)	250
KPLT	Paris, Tex. (IV)	250
KGKB	Tyler, Tex. (IV)	250
KVWC	Vernon, Tex. (IV)	250
KVOG	Ogden, Utah (IV)	250
†WIKE	Newport, Vt. (IV)	250
WBLT	Bedford, Va. (IV)	250
WKLV	Blackstone, Va. (IV)	250
WCVA	Culpeper, Va. (IV)	250
WVEC	Hampton, Va. (IV)	250
WAYB	Waynesboro, Va. (IV)	250
KBRO	Bremerton, Wash. (IV)	250
KELS	Kelso, Wash. (IV)	250
KTEL	Walla Walla, Wash. (IV)	250
WGKV	Charleston, W. Va. (IV)	250
WVVW	Fairmont, W. Va. (IV)	250
WLOH	Princeton, W. Va. (IV)	250
WGEZ	Beloit, Wis. (IV)	100
WLCX	La Crosse, Wis. (IV)	250
WIGM	Medford, Wis. (IV)	250
WOSH	Oshkosh, Wis. (IV)	250
KGOS	Torrington, Wyo. (IV)	250
KWOR	Worland, Wyo. (IV)	250
KTOH	Lihue, T. H. (IV)	250
WMDD	Fajardo, P. R. (IV)	250

1500 KC. CLEAR

Call Letters	City	Power in Watts
KXRX	San Jose, Cal. (I)	DA-1,000
WTOP	Washington, D. C. (I-B)	DA-50,000
WABJ	Adrian, Mich. (II) (CP for 1490 kc)	D-250

(Continued on page 454)

AM Stations by Frequencies

(Continued from page 453)

Call Letters	City	Power in Watts
WJBK	Detroit, Mich. (II)	LS-10,000 DA-U-N-5,000
	(CP from 1490 kc)	
KSTP	St. Paul, Minn. (I-B)	DA-50,000
KTAN	Sherman, Tex. (II)	D-250
	1510 KC. CLEAR	
KOCS	Ontario, Cal. (II)	D-250
KTIM	San Rafael, Cal. (II)	D-1,000
WKAI	Macomb, Ill. (II)	D-250
WMEX	Boston, Mass. (II)	DA-5,000
WMRP	Flint, Mich. (II)	D-250
KIMO	Independence, Mo. (II)	D-1,000
WLAC	Nashville, Tenn. (I-B)	DA-N-50,000
KCTX	Childress, Tex. (II)	D-250
KSTV	Stephenville, Tex. (II)	D-250
KGA	Spokane, Wash. (I-B)	DA-N-50,000
WAUX	Waukesha, Wis. (II)	D-250
	1520 KC. CLEAR	
WHOW	Clinton, Ill. (II)	D-1,000
KSIB	Creston, Ia. (II)	D-1,000
WKBW	Buffalo, N. Y. (I-B)	DA-50,000
WKBS	Oyster Bay, L. I., N. Y. (II)	D-250
KOMA	Oklahoma City (I-B)	DA-N-50,000
WWWW	Rio Piedras, P. R. (II)	250
	1530 KC. CLEAR	
KFBK	Sacramento, Cal. (I-B)	DA-50,000
WCKY	Cincinnati, O. (I-B)	DA-N-50,000
KSOX	Harlingen, Tex. (II)	LS-50,000 DA-U-N-10,000
	1540 KC. (Bahama Island) CLEAR	
KPOL	Los Angeles, Cal. (II)	D-5,000
WKXY	Sarasota, Fla. (II)	D-1,000
WSMI	Litchfield, Ill. (II)	D-1,000
WBNL	Boonville, Ind.	D-250
WLOI	La Porte, Ind. (II)	D-250
KXEL	Waterloo, Ia. (II)	DA-N-50,000
KNEX	McPherson, Kan. (II)	D-250
KLKC	Parsons, Kan. (II)	D-250
WALM	Albion, Mich. (II)	D-250
WLEW	Bad Axe, Mich. (II)	D-250
WPTR	Albany, N. Y. (II)	DA-50,000

Call Letters	City	Power in Watts
WIFM	Elkin, N. C. (II)	D-250
WATH	Athens, O. (II)	D-1,000
WJMO	Cleveland, O. (II)	D-1,000
WJMJ	Philadelphia, Pa. (II)	D-1,000
†WPME	Punxsutawney, Pa.	D-1,000
WRJM	Newport, R. I. (II)	D-1,000
KCUL	Fort Worth, Tex. (II)	LS-5,000 DA-U-N-1,000
KGBC	Galveston, Tex. (II)	LS-1,000 DA-N-250
KIWW	San Antonio, Tex.	D-250
KGIB	Bremerton, Wash. (II)	D-1,000
WTKM	Hartford, Wis. (II)	D-500
	1550 KC. (Mexican) CLEAR	
WHBS	Huntsville, Ala. (II)	LS-5,000 DA-U-N-500
	(CP from 1490 kc)	
KEAR	San Mateo, Cal. (II)	DA-N-1,000
KENT	Shreveport, La. (II)	LS-1,000 DA-N-500
KRES	St. Joseph, Mo. (II)	DA-N-5,000
WLOA	Braddock, Pa. (II)	D-1,000
WBSC	Bennettsville, S. C. (II)	LS-10,000 DA-N-5,000
	1560 KC. (Cuban) CLEAR	
KPMC	Bakersfield, Cal. (I-B)	1,000
WBYS	Canton, Ill. (II)	D-250
KSWI	Council Bluffs, Ia. (II)	D-500
WQXR	New York, N. Y. (II)	10,000
WTNS	Coshocton, O. (II)	D-1,000
WTOD	Toledo, O. (II)	D-1,000
KWCO	Chickasha, Okla. (II)	LS-1,000 DA-N-250
KHER	Hillsboro, Tex. (II)	D-250
WENA	Bayamon, P. R. (II)	250
	1570 KC. (Mexican) CLEAR	
†WCRL	Oneonta, Ala. (II)	D-250
KCVR	Lodi, Cal. (II)	D-1,000
WPLA	Plant City, Fla. (II)	D-250
WOKZ	Alton, Ill. (II)	D-1,000
WFRL	Freeport, Ill. (II)	D-1,000
WLRP	New Albany, Ind. (II)	D-1,000
KJFJ	Webster City, Ia. (II)	D-250
KWSK	Pratt, Kan. (II)	D-250
†WPTX	Lexington Park, Md. (II)	D-1,000
WPEP	Taunton, Mass. (II)	D-1,000

Call Letters	City	Power in Watts
WFUR	Grand Rapids, Mich. (II)	D-1,000
WNCA	Siler City, N. C. (II)	D-1,000
WLIO	East Liverpool, O. (II)	D-1,000
WPTW	Piqua, O. (II)	D-250
WKOV	Wellston, O. (II)	D-250
KTAT	Frederick, Okla. (II)	D-250
KOLS	Pryor, Okla. (II)	D-250
KFGR	Forest Grove, Ore. (II)	D-250
WBUX	Doylestown, Pa. (II)	D-250
WJET	Erie, Pa. (II)	D-250
WAKU	Latrobe, Pa. (II)	D-250
WFGN	Gaffney, S. C. (II)	D-250
KIVY	Crockett, Tex. (II)	D-250
KTER	Terrell, Tex. (II)	D-250
†WAPL	Appleton, Wis. (II)	D-500
	1580 KC. (Canadian) CLEAR	
WATM	Atmore, Ala. (II)	D-250
KOWL	Santa Monica, Cal. (II)	D-5,000
WBRD	Ft. Lauderdale, Fla. (II)	D-250
WAVA	Ava, Ill. (II)	D-250
WKID	Urbana, Ill. (II)	D-250
WCNB	Connersville, Ind. (II)	D-250
WJVA	South Bend, Ind. (II)	D-250
KCHA	Charles City, Ia. (II)	D-250
KFMA	Davenport, Ia. (II)	D-250
WPKY	Princeton, Ky. (II)	D-250
KLOU	Lake Charles, La. (II)	DA-1,000
WFGM	Fitchburg, Mass. (II)	D-1,000
WGLC	Centreville, Miss. (II)	D-250
WPMP	Pascagoula, Miss. (II)	D-250
KNIM	Maryville, Mo. (II)	D-250
WPAC	Patchogue, N. Y. (II)	D-250
WVKO	Columbus, O. (II)	DA-D-1,000
KBWL	Blackwell, Okla. (II)	D-250
WBUT	Butler, Pa. (II)	D-500
KGAF	Gainesville, Tex. (II)	D-250
KWED	Seguin, Tex. (II)	D-1,000
KEVA	Shamrock, Tex. (II)	D-250
WTTN	Watertown, Wis.	D-250
	1590 KC. REGIONAL	
KSJO	San Jose, Cal. (III-B)	LS-1,000 DA-N-500
KVVC	Ventura, Cal. (III-B)	DA-1,000
WBRY	Waterbury, Conn. (III-A)	DA-5,000
WEBK	Tampa, Fla.	D-1,000
WALB	Albany, Ga. (III-A)	DA-N-1,000
WNMP	Evanston, Ill. (III)	D-1,000
WTVH	Peoria, Ill. (III-B)	DA-1,000
WXLW	Indianapolis, Ind. (III)	D-1,000
KWBG	Boone, Ia.	LS-1,000 DA-N-500
KVGB	Great Bend, Kan. (III-A)	DA-N-5,000

Call Letters	City	Power in Watts
KPRS	Kansas City, Mo. (III)	D-1,
WTVB	Coldwater, Mich. (III)	LS-5, DA-U-N-
WSDC	Marine City, Mich. (III)	DA-D-1,
WCOW	S. St. Paul, Minn.	D-5
WGTC	Greenville, N. C. (III)	LS-5, DA-N-1,
WAKR	Akron, O. (III-A)	DA-N-5,
KTIL	Tillamook, Ore. (IV)	5
WPWA	Chester, Pa. (III)	DA-N-1,
WACA	Camden, S. C. (III)	D-1,
KATL	Houston, Tex. (III-A)	DA-N-5
KCBD	Lubbock, Tex. (III-B)	DA-1,
WTRW	Two Rivers, Wis. (III)	D-5
WXRF	Guayama, P. R. (III-A)	1,
	1600 KC. REGIONAL	
WAPX	Montgomery, Ala. (III-A)	DA-N-1,000
KGST	Fresno, Cal. (III)	D-1,000
KPMO	Pomona, Cal. (III-B)	500
KUBA	Yuba City, Cal. (III-B)	LS-1,000 DA-N-500
WKWF	Key West, Fla. (III-B)	500
†WBTO	Linton, Ind. (III)	D-500
KCRG	Cedar Rapids, Ia. (III-A)	DA-N-5,000
WINX	Rockville, Md. (III)	D-1,000
WVOM	Brookline, Mass. (III-A)	DA-5,000
WJKO	Springfield, Mass. (III)	DA-D-5,000
WHRV	Ann Arbor, Mich. (III-A)	DA-1,000
WKNK	Muskegon, Mich. (III-A)	LS-5,000 DA-N-1,000 *DA-N-5,000
WWRL	New York, N. Y. (III-A)	DA-5,000
WGIV	Charlotte, N. C. (III)	D-1,000
WFRC	Reidsville, N. C. (III-A)	DA-N-1,000
WJEL	Springfield, O. (III)	D-500
†KWHP	Cushing, Okla. (III)	D-500
KASH	Eugene, Ore. (III-B)	DA-N-1,000
KBOR	Brownsville, Tex. (III)	DA-1,000
KCFH	Cuero, Tex. (III)	D-500
KMAE	McKinney, Tex. (III)	D-1,000
KOGT	Orange, Tex. (III-B)	DA-N-1,000
WHLL	Wheeling, W. Va. (III)	D-5,000

** Construction permit for new station.*
N—Night power.

D—Day power.
DA—Directional antenna.

DIRECTORY OF CANADIAN STATIONS BY FREQUENCIES

Licensed or Authorized by the Canadian Department of Transport as of January 1, 1952

Call Letters	Location	Power in Watts
	540 KILOCYCLES	
CBK	Watrous, Sask.	50,000
	550 KILOCYCLES	
CFNB	Fredericton, N. B.	5,000-DA-N
CHLN	Three Rivers, Que.	1,000-DA-2
CKPG	Prince George, B. C.	250
	560 KILOCYCLES	
CJKL	Kirkland Lake, Ont.	5,000-DA-N
CFRA	Ottawa, Ont.	1,000-DA-2
	570 KILOCYCLES	
CJEM	Edmunston, N. B.	1,000-DA-N
	580 KILOCYCLES	
CJFX	Antigonish, N. S. (DA)	5,000
CKUA	Edmonton, Alta.	1,000
CKPR	Fort William, Ont.	1,000
CKEY	Toronto, Ont. (DA)	5,000-D 1,000-N-DA-2
CKY	Winnipeg, Man.	5,000-DA
CFCL	Timmins, Ont.	1,000-DA-N
	590 KILOCYCLES	
CFAR	Flin Flon, Man.	1,000
VOCM	St. John's, Nfld.	1,000
	600 KILOCYCLES	
CJOR	Vancouver, B. C. (DA)	5,000
CFQC	Saskatoon, Sask.	5,000-DA-N
CFCF	Montreal, Que.	5,000-DA
CFCH	North Bay, Ont.	1,000-DA
	610 KILOCYCLES	
CJAT	Trail, B. C.	1,000
CHNC	New Carlisle, Que.	5,000-DA
	620 KILOCYCLES	
CKCK	Regina, Sask.	5,000-DA-N
CKTB	St. Catherines, Ont.	1,000-DA
	630 KILOCYCLES	
CFCY	Charlottetown, P. E. I.	5,000-DA-N
CFCO	Chatham, Ont.	1,000-DA
CKOV	Kelowna, B. C.	1,000
CKRC	Winnipeg, Man.	5,000-DA-N
	640 KILOCYCLES	
CBN	St. John's, Nfld.	10,000
	680 KILOCYCLES	
CKGB	Timmins, Ont.	5,000-DA-N
CHLO	St. Thomas, Ont.	1,000-DA

Call Letters	Location	Power in Watts
CHFA	Edmonton, Alta.	5,000-DA
	690 KILOCYCLES	
CBF	Montreal, Que.	50,000
	700 KILOCYCLES	
VOWR	St. John's, Nfld.	500
	710 KILOCYCLES	
CKVM	Ville Marie, Que.	1,000-DA-N
	730 KILOCYCLES	
CKAC	Montreal, Que.	10,000-D 5,000-N
	740 KILOCYCLES	
CBL	Toronto, Ont.	50,000
	790 KILOCYCLES	
CKSO	Sudbury, Ont.	5,000-DA-N
CBY	Corner Brook, Nfld.	1,000
	800 KILOCYCLES	
CJAD	Montreal, Que.	5,000-DA
CHAB	Moose Jaw, Sask.	5,000-DA
CKLW	Windsor, Ont.	50,000-DA-2
CHRC	Quebec, Que.	5,000-DA
CKOK	Penticton, B. C.	1,000-D 500-N
CKFI	Fort Francis, Ont.	1,000-DA 500-N
	860 KILOCYCLES	
CJBC	Toronto, Ont.	50,000
	900 KILOCYCLES	
CJVI	Victoria, B. C.	1,000-DA
CJBR	Rimouski, Que.	5,000-DA-N
CHML	Hamilton, Ont.	5,000-DA-N
CKBI	Prince Albert, Sask.	5,000-DA-2
CHLT	Sherbrooke, Que.	1,000-DA-N
	910 KILOCYCLES	
CBO	Ottawa, Ont.	1,000
CFJC	Kamloops, B. C.	1,000
	920 KILOCYCLES	
CJCH	Halifax, N. S.	5,000-DA
CKNX	Wingham, Ont.	1,000-DA-N
	930 KILOCYCLES	
CJCA	Edmonton, Alta.	5,000-DA-N
CFBC	St. John, N. B.	5,000-DA
CJON	St. John's, Nfld.	5,000-DA-N
	940 KILOCYCLES	
CBM	Montreal, Que.	50,000
CJGX	Yorktown, Sask.	1,000

Call Letters	Location	Power in Watts
CJIB	Vernon, B. C.	1,000
	950 KILOCYCLES	
CHED	Saskatoon	1,000
CKNB	Campbellton, N. B. (DA)	1,000
	960 KILOCYCLES	
CFAC	Calgary, Alta.	5,000-DA-N
CHNS	Halifax, N. S.	5,000-DA-N
CKWS	Kingston, Ont. (DA)	5,000
	970 KILOCYCLES	
CKCH	Hull, Que.	1,000-DA
	980 KILOCYCLES	
CKRM	Regina, Sask.	5,000-DA-N
CBV	Quebec, Que.	1,000
CKWX	Vancouver, B.C.	5,000-DA
CKVL	Verdun, Que.	1,000-DA
CFPL	London, Ont.	5,000-DA-2
	990 KILOCYCLES	
CBW	Winnipeg, Man.	50,000
	1000 KILOCYCLES	
CKBW	Bridgewater, N. S.	1,000-DA-N
	1010 KILOCYCLES	
CBX	Edmonton, Alta.	50,000-DA
CFRB	Toronto, Ont.	50,000-DA-2
	1050 KILOCYCLES	
CHUM	Toronto, Ont.	1,000-D
CFGP	Grande Prairie, Alta.	1,000
	1060 KILOCYCLES	
CFCN	Calgary, Alta.	10,000-DA-N
	1070 KILOCYCLES	
CBA	Sackville, N. B.	50,000
CHOK	Sarnia, Ont.	5,000-D 1,000-N-DA
	1130 KILOCYCLES	
CBU	Vancouver, B. C.	5,000
	1140 KILOCYCLES	
CKXL	Calgary, Alta.	1,000-DA-N
	1150 KILOCYCLES	
CKX	Brandon, Man.	1,000
CKOC	Hamilton, Ont.	5,000-DA
CHSJ	St. John, N. B.	5,000-DA-N
	1220 KILOCYCLES	
CJRL	Kenora, Ont.	1,000
CKCW	Moncton, N. B.	5,000-DA-N
CJOC	Lethbridge, Alta.	5,000-DA-N

Call Letters	Location	Power in Watts
CKSM	Shawinigan Falls, Que.	1,000
	1230 KILOCYCLES	
CFPA	Port Arthur, Ont.	250
CKSF	Cornwall, Ont.	250
CJBQ	Belleville, Ont.	250
CFRG	Gravelbourg, Sask.	250
CFYT	Dawson, Y. T.	100
CHWK	Chilliwack, B. C.	250
CKDM	Dauphin, Man.	250
CKVD	Val d'Or, Que.	250
CKBB	Barrie, Ont.	250
CKLD	Thetford Mines, Que.	250
CKRD	Red Deer, Alta.	250
VOAR	St. John's, Nfld.	100
	1240 KILOCYCLES	
CKRS	Jonquiere, Que.	250
CKLB	Oshawa, Ont.	250
CKLN	Nelson, B. C.	250
CFPR	Prince Rupert, B. C.	250
CJCS	Stratford, Ont.	250
CKTS	Sherbrooke, Que.	250
CJAV	Port Alberni, B. C.	250
CJRW	Summerside, P. E. I.	250
CKLS	La Sarre, Que.	250
	1250 KILOCYCLES	
CKSB	St. Boniface, Man. (DA)	1,000
CKBL	Matane, Que.	1,000-DA-1
	1260 KILOCYCLES	
CFRN	Edmonton, Alta.	5,000
	1270 KILOCYCLES	
CJCB	Sydney, N. S.	5,000-D 1,000-N
CHAT	Medicine Hat, Alta.	1,000-DA
	1280 KILOCYCLES	
CKCV	Quebec, Que.	1,000-DA-N
	1310 KILOCYCLES	
CKOY	Ottawa, Ont.	5,000-D 1,000-DA-N
	1320 KILOCYCLES	
CKNW	New Westminster, B. C.	1,000-DA-N
CJSO	Sorel, Que.	1,000-DA-N
	1330 KILOCYCLES	
CBH	Halifax, N. S.	100
	1340 KILOCYCLES	
CHAD	Amos, Que.	250
CJLS	Yarmouth, N. S.	250
CJOB	Winnipeg, Man.	250
CKOX	Woodstock, Ont.	250
CKMR	Newcastle, N. B.	250
CHRL	Roberval, Que.	250
CJNT	Quebec, Que.	250
CKDA	Victoria, B. C.	250
CKOM	Saskatoon, Sask.	250
CFYK	Yellowknife, NWT.	150

Call Letters	Location	Power in Watts
	1350 KILOCYCLES	
CHGB	St. Anne de la Pocatiere, Que.	1,000-D 250-N
CHOV	Pembroke, Ont.	1,000-DA
CJDC	Dawson Creek, B. C.	1,000
CBT	Grand Falls, Nfld.	1,000
	1380 KILOCYCLES	
CKPC	Brantford, Ont.	1,000-DA-N
CFDA	Victoriaville, Que.	1,000-DA-N
	1400 KILOCYCLES	
CKCL	Truro, N. S.	250
CKRN	Rouyn, Que.	250
CJFP	Riviere du Loup, Que.	250
CKFH	Toronto, Ont.	250
	1410 KILOCYCLES	
CKMO	Vancouver, B. C.	1,000
CHLP	Montreal, Que.	1,000-DA
	1430 KILOCYCLES	
CHEX	Peterborough, Ont.	1,000-DA
	1440 KILOCYCLES	
CHNO	Sudbury, Ont.	1,000-DA
	1450 KILOCYCLES	
CFJR	Brockville, Ont.	250
CFBM	Brochet, Man.	100
CHEF	Granby, Que.	250
CFAB	Windsor, N. S.	250
CFOR	Orillia, Ont.	250
CJOY	Guelph, Ont.	250
CBG	Gander, Nfld.	250
	1460 KILOCYCLES	
CJNB	North Battleford, Sask.	1,000
	1470 KILOCYCLES	
CFOS	Owen Sound, Ont.	1,000-DA-N
	1490 KILOCYCLES	
CKCR	Kitchener, Ont.	250
CFRC	Kingston, Ont.	100
CJIC	Sault Ste. Marie, Ont.	250
CKEN	Kentville, N. S.	250
CFHR	Hay River, NWT.	100
	1550 KILOCYCLES	
CBE	Windsor, Ont.	10,000-DA
	1570 KILOCYCLES	
CBI	Sydney, N. S.	1,000
CHUB	Nanaimo, B. C.	1,000
	1580 KILOCYCLES	
CBJ	Chicoutimi, Que.	10,000-DA
	1600 KILOCYCLES	
CHVC	Niagara Falls, Ont.	5,000-D 1,000-DA

XUM

DIRECTORY OF AM BROADCASTING STATIONS BY CALL LETTERS

** Construction permit for power or frequency change* *† Construction permit for new station* *‡ Special service authorization*

Call Letters	City	Frequency in KC	Power in Watts
KAAA	Red Wing, Minn.	1250	D-1,000
KABC	San Antonio, Tex.	680	LS-50,000 N-10,000
†KABI	Ketchikan, Alaska	580	LS-1,000 N-500
KABR	Aberdeen, S. D.	1220	D-250
†KACE	Dallas, Tex.	740	LS-10,000 N-5,000
KADA	Ada, Okla.	1230	250
KAFP	Petaluma, Cal.	1490	250
KAFY	Bakersfield, Cal.	550	1,000
KAGH	Crossett, Ark.	1240	100
KAHU	Waipahu, T. H.	920	1,000
KAKC	Tulsa, Okla.	970	LS-1,000 N-500
KAKE	Wichita, Kans.	1240	250
KALB	Alexandria, La.	580	LS-5,000 N-1,000
KALE	Richland, Wash.	960	1,000
KALG	Alamogordo, N. M.	1230	250
KALI	Pasadena, Cal.	1430	D-1,000
KALL	Salt Lake City, Utah	910	1,000
†KALM	Alton, Mo.	1290	D-1,000
KALT	Atlanta, Tex.	900	D-1,000
KAMD	Camden, Ark.	1450	250
KAMQ	Amarillo, Tex.	1010	LS-1,000 N-500
KANA	Anaconda, Mont.	1230	250
KAND	Corsicana, Tex.	1340	250
KANE	New Iberia, La.	1240	250
†KANI	Kaneohe, Oahu, T. H.	1150	1,000
KANS	Wichita, Kans.	1480	LS-5,000 N-1,000
KAOK	Lake Charles, La.	1400	250
KAPA	Raymond, Wash.	1340	250
KAPK	Minden, La.	1240	100
KARE	Atchison, Kan.	1470	1,000
KARK	Little Rock, Ark.	920	5,000
KARM	Fresno, Cal.	1430	5,000
KASA	Elk City, Okla.	1240	250
KASH	Eugene, Ore.	1600	1,000
KASI	Ames, Ia.	1430	D-1,000
KASM	Albany, Minn.	1150	D-500
KAST	Astoria, Ore.	1370	1,000
KATE	Albert Lea, Minn.	1450	250
KATL	Houston, Tex.	1590	5,000
KATO	Reno, Nev.	1340	250
KATY	San Luis Obispo, Cal.	1340	250
KAUS	Austin, Minn.	1480	1,000
KAVE	Carlsbad, N. M.	1240	250
KAVL	Lancaster, Cal.	1340	250
KAWT	Douglas, Ariz.	1450	250
KAYL	Storm Lake, Ia.	990	D-250
KAYS	Hays, Kans.	1400	250
KBIG	Santa Catalina, Cal.	740	D-10,000
KBIO	Burley, Idaho	1230	250
KBIS	Bakersfield, Cal.	970	1,000
KBIX	Muskogee, Okla.	1490	250
KBIZ	Ottumwa, Ia.	1240	250
KBKH	Pullman, Wash.	1150	D-1,000
KBKI	Alice, Tex.	1070	1,000
KBKR	Baker, Ore.	1490	250
KBKW	Aberdeen, Wash.	1450	250
KBLA	Burbank, Cal.	1490	250
KBLF	Red Bluff Cal.	1490	250
KBLI	Blackfoot, Idaho	1490	250
†KBLO	Hot Springs, Ark.	1470	D-1,000
KBMN	Bozeman, Mont.	1230	250
KBMW	Breckenridge, Minn.	1450	250
KBMX	Coalinga, Cal.	1470	D-500
KBMY	Billings, Mont.	1240 *920	250 *1,000
KBND	Bend, Ore.	1110	1,000
KBNZ	Lajunta, Colo.	1400	250
KBOA	Kennett, Mo.	830	D-1,000
KBOE	Oskaloosa, Ia.	740	D-250
KBOK	Waterloo, Ia.	1090	D-1,000
KBOL	Boulder, Colo.	1490	250
KBON	Omaha, Neb.	1490	250
KBOP	Pleasanton, Tex.	1380	D-1,000
KBOR	Brownsville, Tex.	1600	1,000
KBOW	Butte, Mont.	1490	250
KBOX	Modesto, Cal.	970	1,000
KBPS	Portland, Ore.	1450	SH-250
KBRC	Mt. Vernon, Wash.	1430	500
KBRL	McCook, Neb.	1450	250
KBRO	Bremerton, Wash.	1490	250
KBRS	Springdale, Ark.	1340	250
KBRZ	Freeport, Tex.	1460	D-500
KBST	Big Spring, Tex.	1490	250
KBTA	Batesville, Ark.	1340	250
KBTM	Jonesboro, Ark	1230	250
KBUC	Corona, Cal.	1370	LS-1,000 N-500
KBUD	Athens, Tex.	1410	D-250
KBUH	Brigham City, Utah	800	D-250
KBUN	Bemidji, Minn.	1450	250
KBUR	Burlington, Ia.	1490	250
KBWD	Brownwood, Tex.	1330	LS-1,000 N-500
†KBWL	Blackwell, Okla.	1580	D-250
KBYE	Okla. City, Okla.	890	D-1,000
KBYR	Anchorage, Alaska	1240	250
KBYZ	Grand Rapids, Minn.	1490	250
KCAP	Helena, Mont.	1340	250
†KCAR	Clarksville, Tex.	1350	D-500
KCBC	Des Moines, Ia.	1390	1,000
KCBD	Lubbock, Tex.	1590	1,000
KCBQ	San Diego, Cal.	1170	LS-5,000 N-1,000
KCBS	San Francisco, Cal.	740	50,000
KCFH	Cuero, Tex.	1600	D-500
KCHA	Charles City, Ia.	1580	D-250
†KCHE	Cherokee, Ia.	1440	D-500
KCHI	Chillicothe, Mo.	1010	D-250
KCHJ	Delano, Cal.	1010	D-1,000
KCHS	Truth or Consequences, N. M.	1400	250
†KCHY	Cheyenne, Wyo.	1240	250
KCID	Caldwell, Idaho	1490	250
KCIJ	Shreveport, La.	980	D-5,000
KCIL	Houma, La.	1490	250
KCIM	Carroll, Ia.	1380	1,000
KCJB	Minot, N. D.	910	1,000
KCKN	Kansas City, Kans.	1340	250
KCKY	Coolidge, Ariz.	1150	1,000
KCLA	Pine Bluff, Ark.	1400	250
KCLE	Cleburne, Tex.	1120	D-250
KCLF	Clifton, Ariz.	1400	250
KCLO	Leavenworth, Kans.	1410	D-500
KCLS	Flagstaff, Ariz.	1340	250
KCLV	Clovis, N. M.	1240	250
KCLW	Hamilton, Tex.	900	D-250
KCLX	Colfax, Wash.	1450	250
KCMC	Texarkana, Tex.	1230	250
KCMJ	Palm Springs, Cal.	1340	250
KCMO	Kansas City, Mo.	810	LS-50,000 N-10,000
KCNA	Tucson, Ariz.	580	LS-5,000 N-500
KCNC	Fort Worth, Tex.	870	D-250
KCNI	Broken Bow, Nebr.	1280	D-1,000
KCNO	Alturas, Cal.	570	D-1,000
KCNY	San Marcos, Tex.	1470	D-250
KCOG	Centerville, Ia.	1400	100
KCOH	Houston, Tex.	1430	D-1,000
KCOK	Tulare, Cal.	1270	1,000
KCOL	Ft. Collins, Colo.	1410	1,000
KCOM	Sioux City, Ia.	620	1,000
KCON	Conway, Ark.	1230	250
KCOR	San Antonio, Tex.	1350	LS-5,000 N-1,000
KCOW	Alliance, Neb.	1400	250
KCOY	Santa Maria, Cal.	1400	250
KCRA	Sacramento, Cal.	1320	LS-5,000 N-1,000
†KCRB	Chanute, Kans.	1460	D-1,000
KCRC	Enid, Okla.	1390	1,000
KCRE	Crescent City, Cal.	1400	250
KCRG	Cedar Rapids, Ia.	1600	5,000
KCRS	Midland, Tex.	550	LS-5,000 N-1,000
KCRT	Trinidad, Colo.	1240	250
KCRV	Caruthersville, Mo.	1370	D-1,000
KCSB	San Bernardino, Cal.	1350	500
KCSJ	Pueblo, Colo.	590	1,000
KCSU	Provo, Utah	1400	250
†KCTG	Cottage Grove, Ore.	1400	250
KCTI	Gonzales, Tex.	1450	250
KCTX	Childress, Tex.	1510	D-250
KCUL	Ft. Worth, Tex.	1540	LS-5,000 N-1,000
KCVR	Lodi, Cal.	1570	D-1,000
KDAC	Fort Bragg, Cal.	1230	250
KDAL	Duluth, Minn.	610	5,000
KDAS	Malvern, Ark.	1420	D-1,000
KDB	Santa Barbara, Cal.	1490	250
KDDD	Dumas, Tex.	800	D-250
KDEC	Decorah, Ia.	1240	SH-250
†KDEF	Albuquerque, N. M.	1280	D-1,000
KDET	Center, Tex.	930	D-1,000
KDHL	Faribault, Minn.	920	1,000
KDIA	Auburn, Cal.	1490	250
KDIX	Dickinson, N. D.	1230	250
KDKA	Pittsburgh, Pa.	1020	50,000
KDKD	Clinton, Mo.	1280	D-1,000
KDLA	DeRidder, La.	1010	D-1,000
KDLK	Del Rio, Tex.	1230	250
KDLM	Detroit Lakes, Minn.	1360	D-1,000
KDLR	Devils Lake, N. D.	1240	250
KDMA	Montevideo, Minn.	1450	100
KDMO	Carthage, Mo.	1490	250
KDMS	El Dorado, Ark.	1290	D-1,000
KDNT	Denton, Tex.	1450 *1440	250 *LS-1,000 *N-500
KDON	Santa Cruz, Cal.	1460	5,000
KDRO	Sedalia, Mo.	1490	250
KDRS	Paragould, Ark.	1490	250
KDSH	Boise, Idaho	950	5,000
KDSJ	Deadwood, S. D.	980	1,000
KDSX	Denison, Tex.	950	500
KDTH	Dubuque, Ia.	1370	1,000
KDWT	Stamford, Tex.	1400	250
KDYL	Salt Lake City, Utah	1320	5,000
KDZA	Pueblo, Colo.	1230	250
KEAR	San Mateo, Cal.	1550	1,000
KEBE	Jacksonville, Tex.	1400	250
KECA	Los Angeles, Cal.	790	5,000
KECC	Pittsburg, Cal.	990	1,000
KECK	Odessa, Tex.	920	LS-1,000 N-500
KEEN	San Jose, Cal.	1370	1,000
KEEP	Twin Falls, Idaho	1450	250
KELA	Centralia, Wash.	1470	1,000
KELD	El Dorado, Ark.	1400	250
KELK	Elko, Nev.	1240	250
KELO	Sioux Falls, S.D.	1320	5,000
KELP	El Paso, Tex.	920	D-1,000
KELS	Kelso, Wash.	1490	250
KELY	Ely, Nev.	1230	250
KENA	Mena, Ark.	1450	250
KENI	Anchorage, Alaska	550	5,000
KENM	Portales, N. M.	1450	250
KENO	Las Vegas, Nev.	1460	1,000
KENT	Shreveport, La.	1550	LS1,000 N-500
KEPO	El Paso, Tex.	690	10,000
KERB	Kermit, Tex.	600	D-1,000
KERG	Eugene, Ore.	1280	1,000
KERN	Bakersfield, Cal.	1410	1,000
KERO	Bakersfield, Cal.	1230	250
KEUN	Eunice, La.	1490	250
KEVA	Shamrock, Tex.	1580	D-250
KEVT	Kerrville, Tex.	1230	250
KEX	Portland, Ore.	1190	50,000
KEXO	Grand Junction, Colo.	1230	250
†KEXX	San Antonio, Texas	1250	D-500
KEYD	Minneapolis, Minn.	1440	D-5,000
KEYE	Perryton, Tex.	1400	250
KEYS	Corpus Christi, Tex.	1440	LS-1,000 N-500
KEYY	Provo, Utah	1450	250
KFAB	Omaha, Neb.	1110	50,000
KFAC	Los Angeles, Cal.	1330	5,000
KFAL	Fulton, Mo.	900	D-1,000
KFAM	St. Cloud, Minn.	1450	250
KFAR	Fairbanks, Alaska	610 ‡660	5,000 ‡10,000
KFBB	Great Falls, Mont.	1310	5,000
KFBC	Cheyenne, Wyo.	1240 *710	250 LS-10,000 *N-1,000
KFBI	Wichita, Kans.	1070	LS-10,000 N-1,000
KFBK	Sacramento, Cal.	1530	50,000
KFDA	Amarillo, Tex.	1440	LS-5,000
KFDM	Beaumont, Tex.	560	5,000
KFDR	Grand Coulee, Wash.	1400	250
KFDX	Wichita, Falls, Tex.	990	LS-10,000 N-1,000
KFEL	Denver, Col.	950	5,000
KFEQ	St. Joseph. Mo.	680	5,000
KFFA	Helena, Ark.	1360	1,000
KFGO	Fargo, N. D.	790	5,000
KFGQ	Boone, Ia.	1260	D-250
KFGR	Forest Grove, Ore.	1570	D-250
KFGT	Fremont, Nebr.	1340	100
KFH	Wichita, Kans.	1330	5,000
KFI	Los Angeles, Cal.	640	50,000
KFIR	North Bend, Ore.	1340	250
KFIZ	Fond du Lac, Wis.	1450	250
KFJB	Marshalltown, Ia.	1230	250
KFJI	Klamath Falls, Ore.	1150	LS-5,000 N-1,000
KFJM	Grand Forks, N. D.	1440	LS-1,000 N-500
KFJZ	Ft. Worth, Tex.	1270	5,000
KFKA	Greeley, Colo.	1310	1,000
KFKU	Lawrence, Kans.	1250	5,000
KFLD	Floydada, Tex.	900	D-250
KFLW	Klamath Falls, Ore.	1450	250
†KFMA	Davenport, Iowa	1580	D-250
KFMB	San Diego, Cal.	550	1,000
KFMJ	Tulsa, Okla.	1050	D-1,000
KFMO	Flat River, Mo.	1240	250
KFNF	Shenandoah, Ia.	920	LS-1,000 N-500
KFOR	Lincoln, Nebr.	1240	250
KFOX	Long Beach, Cal.	1280	1,000
KFPW	Fort Smith, Ark.	1230	250
KFQD	Anchorage, Alas.	600	5,000
KFRB	Fairbanks Alas.	790	5,000
KFRC	S. Francisco, Cal.	610	5,000
KFRD	Rosenberg, Tex.	980	D-1,000
KFRE	Fresno, Cal.	940	50,000
KFRM	Kansas City, Mo.	550	D-5,000
KFRO	Longview, Tex.	1370	1,000
KFRU	Columbia, Mo.	1400	250
KFSA	Ft. Smith, Ark.	950	LS-1,000 N-500
KFSB	Joplin, Mo.	1310	LS-5,000 N-1,000
KFSD	San Diego, Cal.	600	5,000
KFSG	L. Angeles, Cal.	1150	LS-2,500 N-1,000
†KFST	Ft. Stockton, Tex.	860	D-250
KFTM	Ft. Morgan, Colo.	1260	D-500
KFTV	Paris, Texas	1250	D-500
KFUN	Las Vegas, N. M.	1230	250
KFUO	Clayton, Mo.	850	LS-5,000 L-N-5,000
KFVD	L. Angeles, Cal.	1020	LS-5,000 L-N-5,000
KFVS	Cape Girardeau, Mo.	960	LS-1,000 N-500
KFWB	L. Angeles, Cal.	980	5,000
KFXD	Nampa, Ida.	580	5,000
KFXJ	Grand Jct., Colo.	920	LS-1,000 N-500
KFXM	San Bernardino, Cal.	590	1,000
KFYN	Bonham, Tex.	1420	D-250
KFYO	Lubbock, Tex.	1340 *790	250 *LS-5,000 *N-1,000
KFYR	Bismarck, N. D.	550	5,000
KGA	Spokane, Wash.	1510	50,000
KGAE	Salem, Ore.	1430	D-1,000
KGAF	Gainesville, Tex.	1580	D-250
KGAK	Gallup, N. M.	1230	250
KGAL	Lebannon, Ore.	930	D-1,000
KGAN	Kingman, Ariz.	1230	250
KGAR	Garden City, Kans.	1050	D-1,000
KGB	San Diego, Cal.	1360	1,000
KGBC	Galveston, Tex.	1540	LS-1,000 N-250
KGBS	Harlingen, Tex.	1240	250
KGBX	Springfield, Mo.	1260	5,000
KGCU	Mandan, N. D.	1270	LS-1,000 N-250
KGCX	Sidney, Mont.	1480	5,000
KGDE	Fergus Falls, Minn.	1250	LS-1,000 N-500
KGDM	Stockton, Cal.	1140	5,000
KGEK	Sterling, Colo.	1230	D-250
KGEM	Boise, Ida	1140	10,000
KGER	Long Beach, Cal.	1390	5,000
KGEZ	Kalispell, Mont.	600	1,000
KGFF	Shawnee, Okla.	1450	250
KGFJ	L. Angeles, Cal.	1230	250
KGFL	Roswell, N. M.	1400	250
KGFW	Kearney, Nebr.	1340	250
KGFX	Pierre, S. D.	630	D-200
KGGF	Coffeyville, Kans.	690	LS-10,000 N-5,000
KGGM	Albuquerque, N. M.	610	5,000
KGHF	Pueblo, Colo.	1350	LS-5,000 N-1,000
KGHI	Little Rock, Ark.	1250	LS-1,000 N-500
KGHL	Billings, Mont.	790	5,000
KGIB	Bremerton, Wash.	1540	D-1,000
KGIL	San Fernando, Cal.	1260	1,000
KGIW	Alamosa, Colo.	1450	250
KGKB	Tyler, Tex	1490	250
KGKL	San Angelo, Tex.	960	LS-5,000 N-1,000
†KGKO	Dallas, Tex.	1480	500
KGLC	Miami, Okla.	910	1,000
KGLN	Glenwood Springs, Colo.	1340	250
KGLO	Mason City, Ia.	1300	5,000
KGLU	Safford, Ariz.	1480	1,000
KGMB	Honolulu, T. H.	590	5,000
KGMC	Englewood, Cal.	1220	D-1,000
KGMO	Cape Girardeau, Mo.	1220	D-250
KGMS	Sacramento, Calif.	1380	D-1,000
KGNB	New Braunfels, Tex.	1420	D-1,000
KGNC	Amarillo, Tex.	710	10,000

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AM Stations by Call Letters

(Continued from page 455)

Call Letters	City	Frequency in KC	Power in Watts
KGNO	Dodge City, Kan.	1370	LS-5,000 N-1,000
KGO	S. Francisco, Cal.	810	50,000
KGON	Oregon City, Ore.	1230	250
KGOS	Torrington, Wyo.	1490	250
KGPH	Flagstaff, Ariz.	1230	250
KGRH	Fayetteville, Ark.	1450	250
KGRI	Henderson, Tex.	1000	D-250
†KGRN	Grand Island, Nebr.	1430	1,000
†KGRO	Malvern, Ark.	1380	D-1,000
KGST	Fresno, Cal.	1600	D-1,000
KGU	Honolulu, T.H.	760	LS-2,500 L-N-2,500
KGVL	Greenville, Tex.	1400	250
KGVO	Missoula, Mont.	1290	5,000
KGW	Portland, Ore.	620	5,000
KGWA	Enid, Okla.	960	1,000
KGY	Olympia, Wash.	1240	250
KGYN	Guymon, Okla.	1220	D-1,000
KGYW	Vallejo, Cal.	1190	D-250
KHAS	Hastings, Neb.	1230	250
KHBC	Hilo, T. H.	970	1,000
KHBG	Okmulgee, Okla.	1240	250
KHBR	Hillsboro, Tex.	1560	D-250
KHIT	Lampasas, Tex.	1450	250
KHJ	L. Angeles, Cal.	930	5,000
KHMO	Hannibal, Mo.	1070	LS-5,000 N-1,000
KHON	Honolulu, T. H.	1380	5,000
KHOZ	Harrison, Ark.	1240	250
KHQ	Spokane, Wash.	590	5,000
KHSL	Chico, Cal.	1290	5,000
KHUB	Watsonville, Cal.	1340	250
KHUM	Eureka, Cal.	1240	250
KHUZ	Borger, Tex.	1490	250
KIBE	Palo Alto, Cal.	1220	D-250
KIBH	Seward, Alaska	1340	250
KIBL	Beeville, Tex.	1490	250
KICA	Clovis, N. M.	980	1,000
KICD	Spencer, Iowa	1240	250
KICK	Springfield, Mo.	1340	250
KICO	Calexico, Cal.	1490	250
KID	Idaho Falls, Ida.	590	LS-5,000 N-1,000
KIDO	Boise, Ida.	630	5,000
KIEM	Eureka, Cal.	1480	5,000
KIEV	Glendale, Cal.	870	D-250
KIFI	Idaho Falls, Ida.	1400	250
KIFN	Phoenix, Ariz.	860	D-250
KIFW	Sitka, Alaska	1230	250
KIHN	Hugo, Okla.	1340	250
KIHO	Sioux Falls, S.D.	1270	1,000
KIHR	Hood River, Ore.	1340	250
KIJV	Huron, S. D.	1340	250
KIKI	Honolulu, T. H.	860 *810	250 *1,000
KILA	Hilo, T. H.	850	1,000
KILO	Grand Forks, N. D	1440	LS-1,000 N-500
KIMA	Yakima, Wash.	1460	LS-1,000 N-500
KIMO	Independence, Mo.	1510	D-1,000
KIMP	Mt. Pleasant, Tex.	960	D-1,000
KIND	Independence, Kan.	1010	D-250
KINE	Kingsville, Tex.	1330	D-1,000
KING	Seattle, Wash.	1090	50,000
KINY	Juneau, Alaska	1460	5,000
KIOA	Des Moines, Ia.	940	LS-10,000 N-5,000
KIOX	Bay City, Tex.	1270	1,000
KIPA	Hilo, T. H.	1110	1,000
KIRO	Seattle, Wash.	710	50,000
KIRX	Kirksville, Mo.	1450	250
KISD	Sioux Falls, S.D.	1230	250
KIST	Santa Barbara, Cal.	1340	250
KIT	Yakima, Wash.	1280	LS-5,000 N-1,000
KITE	San Antonio, Tex.	930	D-1,000
KITO	San Bernardino, Cal.	1290	5,000
KIUL	Garden City, Kans.	1240	250
KIUN	Pecos, Tex.	1400	250
KIUP	Durango, Colo.	930	1,000
KIVY	Crockett, Tex.	1570	D-250
†KIWL	Ridgecrest, Cal.	1240	250
KIWW	San Antonio, Tex.	1540	D-250
KIXL	Dallas, Tex.	1040	D-1,000
KIYI	Shelby, Mont.	1230	250
KJAM	Vernal, Utah	1340	250
KJAN	Atlantic, Ia.	1220	D-250
KJAY	Topeka, Kans.	1440	LS-5,000 N-1,000
KJBC	Midland, Tex.	1150	D-1,000
KJBS	S. Francisco, Cal.	1100	LS-1,000 L-N-1,000
KJCF	Festus, Mo.	1010	D-250
KJCK	Junction City, Kans.	1420	D-1,000
KJEF	Jennings, La.	1290	D-500 *500
KJFJ	Webster City, Ia.	1570	D-250
KJNO	Juneau, Alaska	630	LS-1,000 N-500
KJR	Seattle, Wash.	950	5,000
†KJRG	Newton, Kan.	950	D-500
KJRL	Pocatello, Idaho	1240	250
KJSK	Columbus, Neb.	900	D-1,000
KLAC	Los Angeles, Cal.	570	LS-5,000 N-1,000
KLAS	Las Vegas, Nev.	1230	250
KLBM	La Grande, Ore.	1450	250
KLBS	Houston, Tex.	610	5,000
KLCB	Libby, Mont.	1230	250
KLCN	Blytheville, Ark.	900 *910	D-1,000 *D-5,000
†KLEA	Lovington, N.M.	1050	D-250
KLFY	Lafayette, La.	1420	LS-1,000 N-500
KLIC	Monroe, La.	1230	250
KLIF	Dallas, Tex.	1190	LS-5,000 N-1,000
†KLIL	Estherville, Ia.	1340	100
KLIQ	Portland, Ore.	1290	D-1,000
KLIX	Twin Falls, Ida.	1310	1,000
KLIZ	Brainerd, Minn.	1400	250
KLKC	Parsons, Kan.	1540	D-250
KLMO	Longmont, Colo.	1050	D-250
KLMR	Lamar, Colo.	1340	250
KLMS	Lincoln, Neb.	1480	1,000
KLMX	Clayton, N.M.	1450	250
KLO	Ogden, Utah	1430	5,000
KLOK	San Jose, Cal.	1170	LS-5,000 N-1,000
KLOU	Lake Charles, La.	1580	1,000
KLPM	Minot, N. D.	1390	LS-5,000 N-1,000
KLPR	Oklahoma City	1140	D-1,000
KLRA	Little Rock, Ark.	1010	LS-10,000 N-5,000
KLTF	Little Falls, Minn.	960	D-500
KLTI	Longview, Tex.	1280	D-1,000
KLUF	Galveston, Tex.	1400	250
KLVC	Leadville, Colo.	1230	250
KLVL	Pasadena, Tex.	1480	D-1,000
KLVT	Levelland, Tex.	1230	250
KLWN	Lawrence, Kan.	1320	D-500
KLWT	Lebanon, Mo.	1230	250
KLX	Oakland, Cal.	910	1,000 *5,000
KLYN	Amarillo, Tex.	940	1,000
KLZ	Denver, Colo.	560	5,000
KMA	Shenandoah, Ia.	960	5,000
KMAC	S. Antonio, Tex.	630	5,000
KMAE	McKinney, Tex.	1600	D-1,000
KMAN	Manhattan, Kan.	1350	D-500
KMBC	Kansas City, Mo.	980	5,000
KMBL	Junction, Tex.	1450	100
KMBY	Monterey, Cal.	1240	250
KMCM	McMinnville, Ore.	1260	1,000
KMCO	Conroe, Tex.	900	D-500
†KMEA	Lamesa, Tex.	1360	D-1,000
KMED	Medford, Ore.	1440	LS-5,000 N-1,000
KMHL	Marshall, Minn.	1400	250
KMHT	Marshall, Tex.	1450	250
KMJ	Fresno, Cal.	580	5,000
KMLB	Monroe, La.	1440	LS-5,000 N-1,000
†KMLW	Marlin, Tex.	1010	D-250
KMMJ	Grand Island, Neb.	750	LS-1,000 L-N-1,000
KMMO	Marshall, Mo.	1300	D-1,000
KMO	Tacoma, Wash.	1360	5,000
KMOD	Modesto, Cal.	1360	1,000
KMON	Great Falls, Mont.	560	5,000
KMOR	Oroville, Cal.	1340	250
KMOX	St. Louis, Mo.	1120	50,000
KMPC	Los Angeles, Cal.	710	LS-50,000 N-10,000
KMUR	Murray, Utah	1230	250
KMUS	Muskogee, Okla.	1380	LS-1,000 N-500
KMVI	Wailuku, T. H.	550	1,000
KMYC	Marysville, Cal.	1410	1,000
KMYR	Denver, Colo.	1340	250
KNAF	Fredericksburg, Tex.	1340	250
KNAK	Salt Lake City, Utah	1280	LS-1,000 N-500
KNAL	Victoria, Tex.	1410	500
KNBC	San Francisco, Cal.	680	50,000
†KNBR	N. Platte, Neb.	970	D-1,000
KNBY	Newport, Ark.	1280	D-1,000
KNCM	Moberly, Mo.	1230	250
KNEA	Jonesboro, Ark	970	D-1,000
KNEB	Scottsbluff, Neb.	960	LS-1,000 N-500
KNED	McAlester, Okla.	1150	D-1,000
KNEL	Brady, Tex.	1490	250
KNEM	Nevada, Mo.	1240	250
KNET	Palestine, Tex.	1450	250
KNEW	Spokane, Wash.	790	5,000
KNEX	McPherson, Kans.	1540	D-250
KNGS	Hanford, Cal.	620	1,000
†KNIM	Maryville, Mo.	1580	D-250
KNOE	Monroe, La.	1390	5,000
KNOG	Nogales, Ariz.	1340	250
KNOR	Norman, Okla.	1400	250
KNOW	Austin, Tex.	1490	250
KNOX	Grand Forks, N. D.	1400	250
KNPT	Newport, Ore.	1310	1,000
KNUJ	New Ulm, Minn.	860	D-1,000
KNUZ	Houston, Tex.	1230	250
KNX	Los Angeles, Cal.	1070	50,000
KOA	Denver, Colo.	850	50,000
KOAC	Corvallis, Ore.	550	5,000
KOAL	Price, Utah	1230	250
KOAM	Pittsburg, Kan.	860	LS-10,000 N-5,000
KOAT	Albuquerque, N. M.	1240	250
KOB	Albuquerque, N. M.	1030 ‡770	10,000 ‡LS-50,000 ‡N-25,000 *50,000
KOBE	Las Cruces, N. M.	1450	250
KOBK	Owatonna, Minn.	1390	D-500
KOCA	Kilgore, Tex.	1240	250
KOCO	Salem, Ore.	1490	250
KOCS	Ontario, Cal.	1510	D-250
KOCY	Okla. City, Okla.	1340	250
KODI	Cody, Wyo.	1400	250
KODL	The Dalles, Ore.	1230	LS-250 N-100
KODY	N. Platte, Neb.	1240	250
KOEL	Oelwein, Ia.	950	500
KOFO	Ottawa, Kans.	1220	D-250
KOGT	Orange, Tex.	1600	1,000
KOH	Reno, Nev.	630	LS-5,000 N-1,000
KOIL	Omaha, Neb.	1290	5,000
KOIN	Portland, Ore.	970	5,000
KOJM	Havre, Mont.	610	1,000
KOKX	Keokuk, Iowa	1310	LS-1,000 N-500
KOL	Seattle, Wash.	1300	5,000
KOLE	Port Arthur, Tex.	1340	250
KOLJ	Quanah, Tex.	1150	D-500
KOLN	Lincoln, Neb.	1400	250
KOLO	Reno, Nev.	920	1,000
KOLS	Pryor, Okla.	1570	D-250
KOLT	Scottsbluff, Neb.	1320	LS-5,000 N-1,000
KOMA	Okla. City, Okla.	1520	50,000
KOME	Tulsa, Okla.	1300	LS-5,000 N-1,000
KOMO	Seattle, Wash.	1000	50,000
KOMW	Omak, Wash.	680	D-1,000
KONG	Visalia, Cal.	1400	250
KONO	San Antonio, Tex.	860	LS-5,000 N-1,000
KONP	Port Angeles, Wash.	1450	250
KOOK	Billings, Mont.	970	5,000
KOOL	Phoenix, Ariz.	960	5,000
KOOS	Coos Bay, Ore.	1230	250
KOPO	Tucson, Ariz.	1450	250
KOPP	Ogden, Utah	730	D-1,000
KOPR	Butte, Mont.	550	1,000
KORA	Bryan, Tex.	1240	250
KORC	Mineral Wells, Tex.	1140	D-250
KORE	Eugene, Ore.	1450	250
KORK	Las Vegas, Nev.	1340	250
KORN	Mitchell, S. D.	1490	250
KOSA	Odessa, Tex.	1230	250
KOSE	Osceola, Ark.	860	D-1,000
KOSF	Nacogdoches, Tex.	1230	250
KOSY	Texarkana, Ark.	790	LS-1,000 N-500
KOTA	Rapid City, S. D.	1380	5,000
KOTN	Pine Bluff, Ark.	1490	250
KOVC	Valley City, N. D.	1490	250
KOVE	Lander, Wyo.	1230	250
KOVO	Provo, Utah	960	1,000
KOWB	Laramie, Wyo.	1340	250
KOWH	Omaha, Neb.	660	D-500
KOWL	Santa Monica, Cal.	1580	D-5,000
KOY	Phoenix, Ariz.	550	LS-5,000 N-1,000
KPAC	Port Arthur, Tex.	1250	LS-5,000 N-1,000
†KPAL	Palm Springs, Cal.	1450	250
KPAM	Portland, Ore.	1410	D-1,000
KPAN	Hereford, Tex.	860	D-250
KPAS	Banning, Cal.	1490	250
KPAT	Pampa, Tex.	1230	250
KPBM	Carlsbad, N. M.	740	D-1,000
KPBX	Beaumont, Tex.	1380	D-1,000
KPDN	Pampa, Tex.	1340	250
KPDQ	Portland, Ore.	800	D-1,000
KPET	Lamesa, Tex.	690	250
KPHO	Phoenix, Ariz.	910	5,000
KPIG	Cedar Rapids, Iowa	1450	250
KPKW	Pasco, Wash.	1340	250
KPLC	Lake Charles, La.	1470	LS-5,000 N-1,000
†KPLN	Camden, Ark.	1370	D-1,000
KPLT	Paris, Tex.	1490	250
KPMC	Bakersfield, Cal.	1560	1,000
KPMO	Pomona, Cal.	1600	500
KPOA	Honolulu, T. H.	630	5,000
KPOC	Pocahontas, Ark.	1420	D-1,
KPOF	Denver, Colo.	910	LS-5, N-1,
KPOJ	Portland, Ore.	1330	5,
KPOL	Los Angeles, Cal.	1540	D-5,
†KPOO	San Francisco, Cal.	1010	D-1,
KPOW	Powell, Wyo.	1260	1,
KPPC	Pasadena, Cal.	1240	SH-
KPQ	Wenatchee, Wash.	560	5,
KPRC	Houston, Tex.	950	5,
KPRK	Livingston, Mont.	1340	25
KPRL	Paso Robles, Cal.	1230	25
KPRO	Riverside, Cal.	1440	1,0
KPRS	Kansas City, Mo.	1590	D-1,00
KPST	Preston, Idaho	1340	25
KPUG	Bellingham, Wash.	1170	1,000
KPUY	Puyallup, Wash.	1450	100
KQV	Pittsburgh, Pa.	1410	5,000
KRAI	Craig, Colo.	1230	250
KRAL	Rawlins, Wyo.	1240	250
KRAM	Las Vegas, Nev.	920	LS-1,000 N-500
KRBA	Lufkin, Tex.	1340	250
KRBC	Abilene, Tex.	1470	LS-5,000 N-1,000
†KRCH	Hot Springs, Ark.	1270	D-1,000
KRCO	Prineville, Ore.	690	D-1,000
KRCT	Baytown, Tex.	650	D-250
KRDO	Colorado Springs, Colo.	1240	250
KRDU	Dinuba, Cal.	1240	250
KRE	Berkeley, Cal.	1400	250
KREI	Farmington, Mo.	1350 *800	D-1,000
KREL	Baytown, Tex.	1360	1,000
KREM	Spokane, Wash.	970	1,000
KREO	Indio, Cal.	1400	250
KRES	St. Joseph, Mo.	1550	5,000
KREW	Sunnyside, Wash.	1230	250
KRGV	Weslaco, Tex.	1290	5,000
KRHD	Duncan, Okla.	1350	LS-250 N-100
KRIB	Mason City, Ia.	1490	250
KRIC	Beaumont, Tex.	1450	250
KRIG	Odessa, Tex.	1410	1,000
KRIO	McAllen, Tex.	910	1,000
KRIS	Corpus Christi, Tex.	1360	1,000
KRIZ	Phoenix, Ariz.	1230	250
KRJF	Miles City, Mont.	1340	250
KRKD	Los Angeles, Cal.	1150	LS-5,000 N-1,000
KRKL	Kirkland, Wash.	1050	D-250
KRKO	Everett, Wash.	1380	1,000
KRLC	Lewiston, Ida	1350	1,000
KRLD	Dallas, Tex.	1080	50,000
KRLN	Canon City, Colo.	1400	SH-250
KRLW	Walnut Ridge, Ark.	1320	D-1,000
KRMD	Shreveport, La.	1340	250
KRMG	Tulsa, Okla.	740	LS-50,000 N-25,000
KRMO	Monett, Mo.	990	D-250
†KRMS	Eldon, Mo.	1150	D-1,000
KRNO	San Bernardino, Cal.	1240	250
KRNR	Roseburg, Ore.	1490	250
KRNT	Des Moines, Ia.	1350	5,000
KROC	Rochester, Minn.	1340	250
KROD	El Paso, Tex.	600	5,000
KROF	Abbeville, La.	960	D-1,000
KROG	Sonora, Cal.	1450	250
KROP	Brawley, Cal.	1300	LS-1,000 N-500
KROS	Clinton, Iowa	1340	250
KROW	Oakland, Cal.	960	1,000
KROX	Crookston, Minn.	1260	LS-1,000 N-500
KROY	Sacramento, Cal.	1240	250
KRPL	Moscow, Ida.	1400	250
KRRV	Sherman, Tex.	910	1,00
KRSC	Seattle, Wash.	1150	1,00
†KRSD	Rapid City, S. D.	1340	25
KRSN	Los Alamos, N. M.	1490	25
KRTN	Raton, N. M.	1490	25
KRUL	Corvallis, Ore.	1340	25
KRUN	Ballinger, Tex.	1400	25
KRUS	Ruston, La.	1490	25
KRUX	Glendale, Ariz.	1340	25
KRVN	Lexington, Neb.	1010	D-25,0
KRXK	Rexburg, Ida.	1230	25
KRXL	Roseburg, Ore.	1240	25
KSAC	Manhattan, Kans.	580	LS-5,0 N-5
KSAL	Salinas, Kas.	1150	5,0
KSAM	Huntsville, Tex.	1490	25
KSAN	S. Francisco, Cal.	1450	25
KSBW	Salinas, Cal.	1380	1,0
KSCB	Liberal, Kans.	1270	D-1,0
KSCJ	Sioux City, Ia.	1360	5,0
KSCO	Santa Cruz, Cal.	1080	LS-1,0 N-5
†KSCY	Searcy, Ark.	1450	2

XUM

Call Letters	City	Frequency in KC	Power in Watts
KSD	St. Louis, Mo.	550	5,000
KSDN	Aberdeen, S. D.	930	1,000
KSDO	San Diego, Cal.	1130	LS-5,000 N-1,000
KSEI	Pocatello, Ida.	930	5,000
KSEK	Pittsburg, Kans.	1340	250
KSEL	Lubbock, Tex.	950	LS-1,000 N-500
KSEM	Moses Lake, Wash.	1450	250
†KSEN	Richfield, Utah	900	D-1,000
KSEO	Durant, Okla.	750	D-250
KSET	El Paso, Tex.	1340	250
KSEY	Seymour, Tex.	1230	100
KSFA	Nacogdoches, Tex.	860	D-1,000
KSFE	Needles, Cal.	1340	250
KSFO	S. Francisco, Cal.	560	LS-5,000 N-1,000
KSGA	Redmond, Ore.	1240	250
KSGM	Ste. Genevieve, Mo.	980	500
KSIB	Creston, Iowa	1520	D-1,000
KSID	Sidney, Neb.	1540	D-250
KSIG	Crowley, La.	1450	250
KSIJ	Gladewater, Tex.	1430	D-1,000
KSIL	Silver City, N. M.	1340	250
KSIM	Sikeston, Mo.	1400	250
KSIW	Woodward, Okla.	1450	250
KSIX	Corpus Christi, Tex.	1230	250
KSJB	Jamestown, N. D.	600	5,000
KSJO	San Jose, Cal.	1590	LS-1,000 N-500
KSJV	Sanger, Cal.	900	D-1,000
KSKY	Dallas, Tex.	660	D-1,000
KSL	Salt Lake City, Utah	1160	50,000
KSLM	Salem, Ore.	1390	1,000
KSLO	Opelousas, La.	1230	250
KSMA	Santa Maria, Cal.	1240	250
KSMN	Mason City, Ia.	1010	D-1,000
KSNY	Snyder, Tex.	1280 *1450	D-500 *250
KSO	Des Moines, Ia.	1460	5,000
KSOK	Arkansas City, Kans.	1280	D-1,000
KSON	San Diego, Cal.	1240	250
KSOO	Sioux Falls, S. D.	1140	LS-10,000 N-5,000
KSOX	Harlingen, Tex.	1530	LS-50,000 N-10,000
KSPA	Santa Paula, Cal.	1400	250
KSPI	Stillwater, Okla.	780	D-250
KSPO	Spokane, Wash.	1230 *1340	250
KSPR	Casper, Wyo.	1470	1,000
KSPT	Sandpoint, Ida.	1400	250
KSRO	Santa Rosa, Cal.	1350	1,000
KSRV	Ontario, Ore.	1380	1,000
KSST	Sulphur Spring, Tex.	1230	250
KSTA	Coleman, Tex.	1000	D-250
KSTB	Breckenridge, Tex.	1430	D-1,000
KSTL	St. Louis, Mo.	690	D-1,000
KSTN	Stockton, Cal.	1420	1,000
KSTP	St. Paul, Minn.	1500	50,000
KSTR	Trinidad, Colo.	1280	LS-1,000 N-500
KSTT	Davenport, Ia.	1170	1,000
KSTV	Stephenville, Tex.	1510	D-250
KSUB	Cedar City, Utah	590	1,000
KSUE	Susanville, Cal.	1240	250
KSUM	Fairmont, Minn.	1370	1,000
KSUN	Bisbee, Ariz.	1230	250
KSVC	Richfield, Utah	690	D-1,000
KSVP	Artesia, N. M.	1450 *990	250 *LS-1,000 *N-250
KSWA	Graham, Tex.	1330	D-500
†KSWB	Yuma, Ariz.	1240	250
KSWI	Council Bluffs Iowa	1560	D-500
KSWM	Joplin, Mo.	1230	250
KSWO	Lawton, Okla.	1380	1,000
KSWS	Roswell, N. M.	1230	250
KSYC	Yreka, Cal.	1490	250
KSYL	Alexandria, La.	970	1,000
KTAC	Tacoma, Wash.	850	1,000
KTAE	Taylor, Tex.	1260	D-1,000
KTAN	Sherman, Tex.	1500	D-250
KTAR	Phoenix, Ariz.	620	5,000
KTAT	Frederick, Okla.	1570	D-250
KTBB	Tyler, Tex.	600	LS-500 N-1,000
KTBC	Austin, Tex.	590	LS-5,000 N-1,000
KTBS	Shreveport, La.	710	LS-10,000 N-5,000
KTEL	Walla Walla, Wash.	1490	250
KTEM	Temple, Tex.	1400	250
KTER	Terrell, Tex.	1570	D-250
KTFI	Twin Falls, Ida.	1270	LS-5,000 N-1,000
KTFS	Texarkana, Tex.	1400	250
KTFY	Brownfield, Tex.	1300	D-1,000
KTHS	Hot Springs, Ark.	1090	LS-10,000 N-1,000
	*Little Rock, Ark.		*50,000
KTHT	Houston, Tex.	790	5,000
KTIL	Tillamook, Ore.	1590	250
KTIM	San Rafael, Cal.	1510	D-1,000
KTIP	Porterville, Cal.	1450	250
KTIS	Minneapolis, Minn.	900	D-1,000
KTJS	Hobart, Okla.	1420	D-250
KTKN	Ketchikan, Alas.	930	1,000
KTKR	Taft, Cal.	1310	D-500
KTKT	Tucson, Ariz.	1490	250
KTLN	Denver, Colo.	1150	D-1,000
KTLW	Texas City, Tex.	920	D-1,000
KTMC	McAlester, Okla.	1400	250
KTMS	Santa Barbara, Cal.	1250	1,000
KTNM	Tucumcari, N. M.	1400	250
†KTNT	Tacoma, Wash.	1400	250
KTOE	Mankato, Minn.	1420	LS-5,000 N-1,000
KTOH	Lihue, T. H.	1490	250
KTOK	Oklahoma City, Okla.	1000	LS-5,000 N-1,000 *5,000
KTOP	Topeka, Kans.	1490	250
KTOW	Oklahoma City, Okla.	800	D-250
KTRB	Modesto, Cal.	860	LS-5,000 N-1,000 *LS-10,000 *N-1,000
KTRC	Santa Fe, N. M.	1400	250
KTRE	Lufkin, Tex.	1420	1,000
KTRF	Thief River Falls, Minn.	1230	250
KTRH	Houston, Tex.	740	50,000
KTRI	Sioux City, Ia.	1470	5,000
KTRM	Beaumont, Tex.	990	1,000
KTRN	Wichita Falls, Tex.	1290	LS-5,000 N-1,000
KTRY	Bastrop, La.	730	D-250
KTSA	San Antonio, Tex.	550	5,000
KTSM	El Paso, Tex.	1380	LS-1,000 N-500
KTSW	Emporia, Kans.	1400	250
KTTR	Rolla City, Mo.	1490	250
KTTS	Springfield, Mo.	1400	250
KTUC	Tucson, Ariz.	1400	250
KTUL	Tulsa, Okla.	1430	5,000
KTUR	Turlock, Cal.	1390	1,000
KTW	Seattle, Wash.	1250	1,000
KTXC	Big Spring, Tex.	1400	100
KTXJ	Jasper, Tex.	1240	250
KTXL	San Angelo, Tex.	1340	250
KTXN	Austin, Tex.	1370	D-1,000
KTYL	Mesa, Ariz.	1310	LS-1,000 N-500
KUBA	Yuba City, Cal.	1600	LS-1,000 N-500
KUBC	Montrose, Colo.	1260	LS-1,000 N-500
KUGN	Eugene, Ore.	590	1,000
KUIN	Grants Pass, Ore.	1340	250
KUJ	Walla Walla, Wash.	1420	5,000
KUKI	Ukiah, Cal.	1400	250
KULA	Honolulu, T. H.	690	10,000
KULE	Ephrata, Wash.	730	D-250
KULP	El Campo, Tex.	1390	D-500
KUNO	Corpus Christi, Tex.	1400	250
KUOA	Siloam Springs, Ark.	1290	D-5,000
KUOM	Minneapolis, Minn.	770	D-5,000
KURV	Edinburg, Tex.	710	D-250
KUSD	Vermillion, S. D.	690	D-1,000
KUTA	Salt Lake City	570	5,000
KVAL	Brownsville, Tex.	1490	250
KVAN	Vancouver, Wash.	910	1,000
KVAS	Astoria, Ore.	1230	250
KVBC	Farmington, N. M.	1240	250
KVCV	Redding, Cal.	600	1,000
KVEC	San Luis Obispo, Cal.	920	LS-1,000 N-500
KVEN	Ventura, Cal.	1450	250
KVER	Albuquerque, N. M.	1340	250
KVET	Austin, Tex.	1300	1,000
KVFD	Ft. Dodge, Iowa	1400	250
KVGB	Great Bend, Kans.	1590	5,000
KVI	Seattle, Wash.	570	5,000
KVIC	Victoria, Tex.	1340	250
KVIM	New Iberia, La.	1360	D-1,000
KVKM	Monahans, Tex.	1340	250
KVLC	Little Rock, Ark.	1050	D-1,000
KVLF	Alpine, Tex.	1240	250
KVLH	Pauls Valley, Okla.	1470	D-250
KVMA	Magnolia, Ark.	630	D-1,000
KVMC	Colorado City, Tex.	1320	D-500
KVNC	Winslow, Ariz.	1010	LS-1,000 N-500
KVNI	Coeur d'Alene, Ida.	1240	250
KVNU	Logan, Utah	610	1,000
KVOA	Tucson, Ariz.	1290	1,000
KVOC	Casper, Wyo.	1230	250
KVOD	Denver, Colo.	630	5,000
KVOE	Santa Ana, Cal.	1480	1,000
KVOG	Ogden, Utah	1490	250
KVOL	Lafayette, La.	1330	1,000
†KVOM	Morrilton, Ark.	800	D-250
KVON	Napa, Cal.	1440	500
KVOO	Tulsa, Okla.	1170	50,000
KVOP	Plainview, Tex.	1400	250
KVOR	Colo. Springs, Colo.	1300	1,000
KVOS	Bellingham, Wash.	790	1,000
KVOU	Uvalde, Tex.	1450	250
KVOW	Littlefield, Tex.	1490	250
KVOX	Moorehead, Minn.	1340	250
KVOZ	Laredo, Tex.	1490	250
KVRC	Arkadelphia, Ark.	1240	250
KVRH	Salida, Colo.	1340	250
KVRS	Rock Springs, Wyo.	1360	LS-1,000 N-500
†KVRV	Victorville, Cal.	960	D-5,000
KVSF	Santa Fe, N. M.	1260	1,000
KVSM	San Mateo, Cal.	1050	D-250
KVSO	Ardmore, Okla.	1240	250
KVVC	Ventura, Cal.	1590	1,000
KVWC	Vernon, Tex.	1490	250
KVWO	Cheyenne, Wyo.	1370	D-1,000
KWAD	Wadena, Minn.	920	1,000
KWAK	Stuttgart, Ark.	1240	250
KWAL	Wallace, Ida.	620	1,000
KWAT	Watertown, S. D.	950	1,000
KWBB	Wichita, Kans.	1410	1,000
KWBC	Ft. Worth, Tex.	970	D-1,000
KWBE	Beatrice, Neb.	1450	250
KWBG	Boone, Ia.	1590	LS-1,000 N-500
KWBM	Williston, N. D.	1450	250
KWRB	Oakland, Cal.	1310	1,000
KWBU	Corpus Christi, Tex.	1030	D-50,000
KWBW	Hutchinson, Kans.	1450	250
KWCB	Searcy, Ark.	1300	D-1,000
KWCJ	Natchitoches, La.	1450	250
KWCO	Chickasha, Okla.	1560	250 *LS-1,000 *N-250
KWDM	Des Moines, Ia.	1150	1,000
KWED	Seguin, Tex.	1580	D-1,000
KWEI	Weiser, Idaho	1240	250
KWEM	W. Memphis, Ark.	990	D-1,000
KWEW	Hobbs, N. M.	1490	250
KWFC	Hot Springs, Ark.	1340	250
KWFT	Wichita Falls, Tex.	620	5,000
KWG	Stockton, Cal.	1230	250
KWGB	Goodland, Kans.	730	D-1,000
†KWHA	Waxahachie, Tex.	1390	D-500
KWHI	Brenham, Tex.	1280	D-1,000
KWHK	Hutchinson, Kans.	1260	LS-1,000 *N-500
KWHN	Ft. Smith, Ark.	1320	5,000
†KWHP	Cushing, Okla.	1600	D-1,000
KWHW	Altus, Okla.	1450	250
KWIE	Kennewick, Wash.	610	1,000
KWIK	Pocatello, Ida.	1440	1,000
KWIL	Albany, Ore.	1240	250
KWIN	Ashland, Ore.	1400	250
KWJB	Globe, Ariz.	1240	250
KWJJ	Portland, Ore.	1080	10,000
KWK	St. Louis, Mo.	1380	5,000
KWKC	Abilene, Tex.	1340	250
KWKH	Shreveport, La.	1130	50,000
KWKW	Pasadena, Cal.	1300	1,000
KWLC	Decorah, Iowa	1240	D-250
KWLK	Longview, Wash.	1400	250
KWLM	Willmar, Minn.	1340	250
KWNO	Winona, Minn.	1230	250
KWNW	Wenatchee, Wash.	1340	250
KWOA	Worthington, Minn.	730	D-1,000
KWOC	Poplar Bluff, Mo.	1340 *930	250 *LS-1,000 *N-500
KWOE	Clinton, Okla.	1320	D-1,000
KWON	Bartlesville, Okla.	1400	250
KWOR	Worland, Wyo.	1490	250
KWOS	Jefferson City, Mo.	1240	250
KWPC	Muscatine, Ia.	860	D-250
KWPM	West Plains, Mo.	1450	250
KWRC	Pendleton, Ore.	1240	250
KWRE	Warrenton, Mo.	730	D-500
KWRL	Riverton, Wyo.	1450	250
KWRN	Reno, Nev.	1490 *1230	250
KWRO	Coquille, Ore.	1450	250
KWSC	Pullman, Wash.	1250	5,000
KWSD	Mt. Shasta, Cal.	1340	250
KWSH	Seminole, Okla.	1260	1,000
KWSK	Pratt, Kans.	1570	D-250
KWSO	Wasco, Cal.	1050	D-1,000
KWTC	Barstow, Cal.	1230	250
KWTN	Crystal City, Tex.	1240	250
KWTO	Springfield, Mo.	560	LS-5,000 N-1,000 *5,000
KWTX	Waco, Tex.	1230	250
KWWL	Waterloo, Ia.	1330	LS-5,000 N-1,000
KWYO	Sheridan, Wyo.	1410	LS-1,000 N-500
KXA	Seattle, Wash.	770	LS-1,000 L-N-1,000
KXAR	Hope, Ark.	1490	250
KXEL	Waterloo, Ia.	1540	50,000
KXEO	Mexico, Mo.	1340	250
KXGI	Ft. Madison, Ia.	1360	D-500
KXGN	Glendive, Mont.	1400	250
KXIC	Iowa City, Ia	800	D-1,000
KXIT	Dalhart, Tex.	1410	D-500
KXJK	Forrest City, Ark.	950	D-1,000
KXL	Portland, Ore.	750	LS-10,000 L-N-10,000
KXLA	Pasadena, Cal.	1110	10,000
KXLE	Ellensburg, Wash.	1240	250
KXLF	Butte, Mont.	1370	5,000
KXLJ	Helena, Mont.	1240	250
KXLK	Great Falls, Mont.	1400	250
KXLL	Missoula, Mont.	1450	250
KXLO	Lewiston, Mont.	1230	250
KXLQ	Bozeman, Mont.	1450	250
KXLR	N. Little Rock, Ark.	1450 *1150	250 *LS-5,000 *N-1,000
KXLW	Clayton, Mo.	1320	D-1,000
KXLY	Spokane, Wash.	920	5,000
KXO	El Centro, Cal.	1230	250
KXOA	Sacramento, Cal.	1470	1,000
KXOB	Stockton, Cal.	1280	1,000
KXOC	Chico, Cal.	1150	5,000
KXOK	St. Louis, Mo.	630	5,000
KXOL	Ft. Worth, Tex.	1360	1,000
KXOX	Sweetwater, Tex.	1240	250
KXRA	Alexandria, Minn.	1490	250
KXRJ	Russellville, Ark.	1490	250
KXRN	Renton, Wash.	1230	250
KXRO	Aberdeen, Wash.	1320	1,000
KXRX	San Jose, Cal.	1500	1,000
†KXXL	Monterey, Cal.	630	D-500
KXXX	Colby, Kans.	790	D-5,000
KXYZ	Houston, Tex.	1320	5,000
KYA	San Francisco, Cal.	1260	LS-5,000 N-1,000
KYAK	Yakima, Wash.	1400	250
KYCA	Prescott, Ariz.	1490	250
KYJC	Medford, Ore.	1230	250
KYMA	Yuma, Ariz.	1400	250
KYNO	Fresno, Cal.	1300	1,000
KYOR	Blythe, Cal.	1450	250
KYOS	Merced, Cal.	1480	5,000
KYOU	Greeley, Colo.	1450	250
KYSM	Mankato, Minn.	1230	250
KYUM	Yuma, Ariz.	560	1,000
KYW	Philadelphia, Pa.	1060	50,000
WAAA	Winston-Salem, N. C.	980	D-1,000
WAAB	Worcester, Mass.	1440	5,000
WAAF	Chicago, Ill.	950	D-1,000
WAAT	Newark, N. J.	970	LS-5,000 N-1,000
WABA	Aguadilla, P. R.	1240	250
WABB	Mobile, Ala.	1480	5,000
WABG	Greenwood, Miss.	960	LS-1,000 N-500
WABI	Bangor, Maine	910	5,000
WABJ	Adrian, Mich.	1500 *1490	D-250 *250
WABM	Houlton, Me.	1340	250
WABY	Albany, N. Y.	1400	250
WABZ	Albemarle, N. C.	1010	D-1,000
WACA	Camden, S. C.	1590	D-1,000
WACB	Kittanning, Pa.	1380	D-500
WACE	Chicopee, Mass.	730	D-1,000
WACL	Waycross, Ga.	570	D-1,000
WACO	Waco, Tex.	1460	1,000
WACR	Columbus, Miss.	1050	D-250
WADC	Akron, O.	1350	5,000
WADE	Wadesboro, N. C.	1210	D-1,000
WAEB	Allentown, Pa.	790	LS-500 N-1,000
WAEL	Mayaguez, P. R.	1400	250
†WAEW	Crossville, Tenn.	1340	100
WAFB	Baton Rouge, La.	1460	LS-5,000 N-1,000
WAGA	Atlanta, Ga.	590	5,000
WAGC	Chattanooga, Tenn.	1450	250
WAGE	Syracuse, N. Y.	620	LS-5,000 N-1,000
WAGF	Dothan, Ala.	1320	1,000
WAGM	Presque Isle, Me.	1450	250
†WAGS	Bishopville, S. Car.	1380	D-1,000
WAIM	Anderson, S. C.	1230	250
WAIN	Columbia, Ky.	1270	D-1,000
WAIR	Winston-Salem, N. C.	1340	250
WAIT	Chicago, Ill.	820	LS-5,000 L-N-5,000
WAJR	Morgantown, W. Va.	1230	250

(Continued on page 458)

AM Stations by Call Letters

(Continued from page 457)

Call Letters	City	Frequency in KC	Power in Watts
WAKE	Greenville, S. C.	1490	250
WAKN	Aiken, S. C.	990	D-1,000
WAKR	Akron, O.	1590	5,000
WAKU	Latrobe, Pa.	1570	D-250
WALA	Mobile, Ala.	1410	5,000
WALB	Albany, Ga.	1590	1,000
WALD	Walterboro, S. C.	1490	250
WALE	Fall River, Mass.	1400	250
WALK	Patchogue, N. Y.	1370	D-500
WALL	Middletown, N.Y.	1340	250
WALM	Albion, Mich.	1540	D-250
WALT	Tampa, Fla.	1110	D-1,000
†WAMI	Opp, Ala.	860	D-1,000
WAML	Laurel, Miss.	1340	250
WAMS	Wilmington, Del.	1380	1,000
†WANA	Anniston, Ala.	1490	250
WAND	Canton, Ohio	900	D-500
WANE	Ft. Wayne, Ind.	1450	250
WANN	Annapolis, Md.	1190	D-1,000
WANS	Anderson, S.C.	1280	1,000
WANT	Richmond, Va.	990	D-1,000
WAOV	Vincennes, Ind.	1450	250
WAPA	San Juan, P.R.	680	10,000
WAPF	McComb, Miss.	1010	D-250
WAPI	Birmingham, Ala.	1070	LS-10,000 N-5,000
†WAPL	Appleton, Wis.	1570	D-500
WAPO	Chattanooga, Tenn.	1150	LS-5,000 N-1,000
WAPX	Montgomery, Ala.	1600	1,000
WARA	Attleboro, Mass.	1320	1,000
WARC	Rochester, N.Y.	950	1,000
WARD	Johnstown, Pa.	1490	250
WARE	Ware, Mass.	1250	D-1,000
WARK	Hagerstown, Md.	1490	250
WARL	Arlington, Va.	780	D-1,000
WARM	Scranton, Pa.	590	5,000
†WARN	Fort Pierce, Fla	1330	D-1,000
WASA	Havre de Grace, Md.	1330	D-1,000
WASK	Lafayette, Ind.	1450	250
WASL	Annapolis, Md.	810	D-250
WATA	Boone, N.C.	1450	250
WATC	Gaylord, Mich.	900	D-1,000
WATG	Ashland, O.	1340	250
WATH	Athens, O.	1540	D-1,000
WATK	Antigo, Wis.	900	D-250
WATL	Atlanta, Ga.	1380	5,000
WATM	Atmore, Ala.	1580	D-250
WATN	Watertown, N.Y.	1240	250
WATO	Oak Ridge, Tenn.	1490	250
WATR	Waterbury, Conn.	1320	1,000
WATS	Sayre, Pa.	1470	D-1,000
WATT	Cadillac, Mich.	1240	250
WATW	Ashland, Wis.	1400	250
WATZ	Alpena, Mich.	1450	250
WAUD	Auburn, Ala.	1230	250
WAUG	Augusta, Ga.	1050	D-250
WAUX	Waukesha, Wis.	1510	D-250
WAVA	Ava, Ill.	1580	D-250
WAVE	Louisville, Ky.	970	5,000
WAVL	Apollo, Pa.	910	D-1,000
WAVU	Albertville, Ala.	630	D-500
WAVZ	New Haven, Conn.	1260	D-1,000
WAWZ	Zarepath, N.J.	1380	5,000
WAYB	Waynesboro, Va.	1490	250
WAYN	Rockingham, N.C.	900	D-1,000
WAYS	Charlotte, N.C.	610	LS-5,000 N-1,000
WAYX	Waycross, Ga.	1230	250
WAZF	Yazoo City, Miss.	1230	250
WAZL	Hazleton, Pa.	1490	250
WBAA	Lafayette, Ind.	920	LS-5,000 N-1,000
WBAC	Cleveland, Tenn.	1340	250
WBAL	Baltimore, Md.	1090	50,000
†WBAM	Montgomery, Ala.	740	D-50,000
WBAP	Ft. Worth, Tex.	570 820	5,000 50,000
WBAT	Marion, Ind.	1400	250
WBAX	Wilkes-Barre, Pa.	1240	250
WBAY	Green Bay, Wis.	1360	5,000
WBBB	Burlington, N.C.	920	D-1,000 *D-5,000
WBBC	Flint, Mich.	1330	1,000
WBBL	Richmond, Va.	1480	SH-5,000
WBBM	Chicago, Ill.	780	50,000
WBBO	Forest City, N.C.	780	D-1,000
WBBQ	Augusta, Ga.	1340	250
WBBR	Brooklyn, N. Y.	1330	5,000
WBBW	Youngstown, O.	1240	250
WBBZ	Ponca City, Okla.	1230	250
WBCK	Battle Creek, Mich.	930	1,000
WBCM	Bay City, Mich.	1440	LS-1,000 N-500
WBCO	Bessemer, Ala.	1450	250
WBCU	Union, S.C.	1460	1,000
WBEC	Pittsfield, Mass.	1490	250
WBEJ	Elizabethton, Tenn.	1240	250
WBEL	Beloit, Wis.	1380	D-1,000 *D-5,000
WBEN	Buffalo, N.Y.	930	5,000
WBET	Brockton, Mass.	990 *1460	D-1,000 *1,000
WBEV	Beaver Dam, Wis.	1430	D-1,000
WBEX	Chillicothe, O.	1490	250
WBGE	Atlanta, Ga.	1340	250
WBGR	Jesup, Ga.	1370	D-1,000
WBHB	Fitzgerald, Ga.	1240	250
WBHF	Cartersville, Ga.	1450	250
WBHP	Huntsville, Ala.	1230	250
†WBID	Henderson, N.C.	1450	250
WBIG	Greensboro, N.C.	1470	5,000
WBIP	Booneville, Miss.	1400	250
WBIR	Knoxville, Tenn.	1240	250
WBIS	Bristol, Conn.	1440	D-500
WBIW	Bedford, Ind.	1340	250
WBIZ	Eau Claire, Wis.	1400	250
WBKV	West Bend, Wis.	1470	D-500
WBLJ	Dalton, Ga.	1230	250
WBLK	Clarksburg, W. Va.	1400	250
WBLT	Bedford, Va.	1490	250
WBMD	Baltimore, Md.	750	D-1,000
WBML	Macon, Ga.	1240	250
WBMS	Boston, Mass.	1090	D-1,000
WBNL	Boonville, Ind.	1540	D-250
WBNS	Columbus, Ohio	1460	LS-5,000 N-1,000
WBNX	New York, N.Y.	1380	5,000
WBNY	Buffalo, N.Y.	1400	250
WBOB	Galax, Va.	1400	250
WBOC	Salisbury, Md.	960	1,000
WBOK	New Orleans, La.	800	D-1,000
WBOW	Terre Haute, Ind.	1230	250
†WBOY	Tarpon Springs, Fla.	1470	D-5,000
WBPZ	Lock Haven, Pa.	1230	250
WBRC	Birmingham, Ala.	960	5,000
WBRD	Ft. Lauderdale, Fla.	1580	D-250
WBRE	Wilkes-Barre, Pa.	1340	250
WBRK	Pittsfield, Mass.	1340	250
WBRM	Marion, N.C.	1250	D-1,000
†WBRN	Big Rapids, Mich.	1460	D-500
WBRW	Welch, W. Va.	1340	250
WBRY	Waterbury, Conn.	1590	5,000
WBSC	Bennettsville, S.C.	1550	LS-10,000
WBSM	New Bedford, Mass.	1230	100
WBSR	Pensacola, Fla.	1450	250
WBT	Charlotte, N.C.	1110	50,000
WBTA	Batavia, N.Y.	1490	250
WBTH	Williamson, W. Va.	1400	250
WBTM	Danville, Va.	1330	LS-5,000 N-1,000
†WBTW	Bartow, Fla.	1460	D-1,000
WBUD	Morrisville, Pa. *Trenton, N.J.	1490 *1260	250 *1,000
WBUT	Butler, Pa.	1580	D-500
WBUX	Doylestown, Pa.	1570	D-250
WBUY	Lexington, N.C.	1450	250
WBVP	Beaver Falls, Pa.	1230	250
WBYS	Canton, Ill.	1560	D-250
WBZ	Boston, Mass.	1030	50,000
WBZA	Springfield, Mass.	1030	1,000
WCAE	Pittsburgh, Pa.	1250	5,000
WCAL	Northfield, Minn.	770	D-5,000
WCAM	Camden, N.J.	1310	250
WCAN	Milwaukee, Wis.	1250	5,000
WCAO	Baltimore, Md.	600	5,000
WCAP	Lowell, Mass.	980	D-1,000
WCAR	Pontiac, Mich. *Detroit	1130	D-1,000 *LS-50,000 *N-10,000
WCAU	Philadelphia, Pa.	1210	50,000
WCAV	Norfolk, Va.	850	1,000
WCAW	Charleston, W. Va.	1400	250
WCAX	Burlington, Vt.	620	5,000
WCAZ	Carthage, Ill.	990	D-1,000
WCBA	Corning, N.Y.	1350	D-1,000
WCBC	Anderson, Ind.	1470	D-1,000
WCBD	Chicago, Ill.	820	SH-5,000
WCBI	Columbus, Miss.	1340	250
WCBM	Baltimore, Md.	680	LS-10,000 N-5,000
WCBS	New York, N.Y.	880	50,000
WCBT	Roanoke Rapids, N.C.	1230	250
WCCC	Hartford, Conn.	1290	D-500
WCCM	Lawrence, Mass.	800	D-1,000
WCCO	Minneapolis, Minn.	830	50,000
WCCP	Savannah, Ga.	1450	250
WCDL	Carbondale, Pa.	1230	250
WCDT	Winchester, Tenn.	1340	250
WCEC	Rocky Mt., N.C.	810	D-1,000
WCED	Du Bois, Pa.	1230	250
†WCEH	Hawkinsville, Ga.	610	D-500
WCEM	Cambridge, Md.	1240	100
WCEN	Mt. Pleasant, Mich.	1150	LS-1,000 N-500
WCFL	Chicago, Ill.	1000	50,000
WCFV	Clifton Forge, Va.	1230	250
†WCGA	Calhoun, Ga.	900	D-1,000
WCHA	Chambersburg, Pa.	800	D-1,000
†WCHL	Chapel Hill, N.C.	1360	D-1,000
†WCHN	Norwich, N.Y.	970	D-500
WCHO	Washington Court House, Ohio	1250	D-500
WCHS	Charleston, W. Va.	580	5,000
WCHV	Charlottesville, Va.	1240	250
WCIL	Carbondale, Ill.	1020	D-1,000
WCJU	Columbia, Miss.	1450	250
WCKB	Dunn, N.C.	780	D-1,000
WCKY	Cincinnati, O.	1530	50,000
WCLC	Flint, Mich.	1470	1,000
WCLD	Cleveland, Miss.	1490	250
WCLI	Corning, N.Y.	1450	250
WCLO	Janesville, Wis.	1230	250
WCLT	Newark, O.	1430	D-500
WCMA	Corinth, Miss.	1230	250
WCMB	Harrisburg-Lemoyne, Pa.	1460	5,000
WCMC	Wildwood, N.J.	1230	100
WCMI	Ashland, Ky.	1340	250
WCMN	Arecibo, P.R.	1280	1,000
WCMW	Canton, Ohio	1060	D-1,000
WCMY	Ottawa, Ill.	1430	D-500
WCNB	Connersville, Ind.	1580	D-250
WCNC	Elizabeth City, N.C.	1240	250
WCNH	Quincy, Fla.	1230	250
WCNR	Bloomsburg, Pa.	930	D-1,000
WCNT	Centralia, Ill.	1210	D-1,000
WCNU	Crestview, Fla.	1010	D-1,000
WCNX	Middletown, Conn.	1150	D-500
WCOA	Pensacola, Fla.	1370	5,000
WCOC	Meridian, Miss.	910	LS-5,000 N-1,000
WCOG	Greensboro, N.C.	1320	1,000
WCOH	Newnan, Ga.	1400	250
WCOJ	Coatesville, Pa.	1420	D-1,000
WCOL	Columbus, O.	1230	250
WCOM	Parkersburg, W. Va.	1230	250
WCOP	Boston, Mass.	1150	5,000
WCOR	Lebanon, Tenn.	900	D-250
WCOS	Columbia, S.C.	1400	250
WCOU	Lewiston, Me.	1240	250
WCOV	Montgomery, Ala.	1240	250
WCOW	S. St. Paul, Minn.	1590	D-5,000
WCPA	Clearfield, Pa.	900	D-1,000
WCPM	Cumberland, Ky.	1490	250
WCPO	Cincinnati, O.	1230	250
WCPS	Tarboro, N.C.	760	D-1,000
WCRA	Effingham, Ill.	1090	D-250
WCRB	Waltham, Mass.	1330	D-1,000
†WCRE	Cheraw, S.C.	1420	D-500
WCRI	Scottsboro, Ala.	1050	D-250
WCRK	Morristown, Tenn.	1450	250
WCRL	Oneonta, Ala.	1570	D-250
WCRO	Johnstown, Pa.	1230	250
WCRS	Greenwood, S.C.	1450	250
WCRW	Chicago, Ill.	1240	100
WCSC	Charleston, S.C.	1390	5,000
WCSH	Portland, Me.	970	5,000
WCSI	Columbus, Ind.	1010	D-250
WCSS	Amsterdam, N.Y.	1490	250
WCTA	Andalusia, Ala.	1340	250
WCTC	New Brunswick, N.J.	1450	250
WCTT	Corbin, Ky.	680	1,000
WCUE	Akron, O.	1150	D-1,000
WCUM	Cumberland, Md.	1490	250
WCVA	Culpeper, Va.	1490	250
WCVI	Connellsville, Pa.	1340	250
WCVS	Springfield, Ill.	1450	250
WCYB	Bristol, Va.	690	D-10,000
WDAD	Indiana, Pa.	1450	250
WDAE	Tampa, Fla.	1250	5,000
WDAF	Kansas City, Mo.	610	5,000
WDAK	Columbus, Ga.	1340	250
WDAN	Danville, Ill.	1490	250
WDAR	Savannah, Ga.	1400	250
WDAS	Philadelphia, Pa.	1400	250
WDAY	Fargo, N.D.	970	5,000
WDBC	Escanaba, Mich.	680	1,000
WDBJ	Roanoke, Va.	960	5,000
WDBL	Springfield, Tenn.	1430	D-1,000
WDBO	Orlando, Fla.	580	5,000
WDBQ	Dubuque, Ia.	1490	250
WDEC	Americus, Ga.	1230	250
WDEF	Chattanooga, Tenn.	1370	LS-5,000 N-1,000 *5,000
WDEL	Wilmington, Del.	1150	5,000
WDEV	Waterbury, Vt.	550	1,000
WDGY	Minneapolis, Minn.	1130	LS-50,000 N-25,000
WDIA	Memphis, Tenn.	730	D-250
WDIG	Dothan, Ala.	1450	250
WDKD	Kingstree, S.C.	1300	D-1,000
WDLA	Walton, N.Y.	1270	D-1,000
WDLB	Marshfield, Wis.	1450	250
†WDLC	Port Jervis, N.Y.	1490	100
WDLP	Panama City, Fla.	590	1,000
WDMG	Douglas, Ga.	860	D-1,000
WDMJ	Marquette, Mich.	1320	1,000
WDNC	Durham, N.C.	620	LS-5,000 N-1,000
WDNE	Elkins, W. Va.	1240	250
†WDOB	Canton, Miss.	1370	D-500
WDOD	Chattanooga, Tenn.	1310	5,000
WDOK	Cleveland, O.	1260	5,000
WDOR	Sturgeon Bay, Wis.	910	D-500
WDOS	Oneonta, N.Y.	1400	250
WDOV	Dover, Del.	1410	D-1,000
WDRC	Hartford, Conn.	1360	5,000
WDSC	Dillon, S.C.	800	D-1,000
WDSG	Dyersburg, Tenn.	1450	250
WDSM	Superior, Wis.	710	5,000
WDSR	Lake City, Fla.	1340	250
WDSU	New Orleans, La.	1280	5,000
WDUN	Gainesville, Ga.	1400	250
WDUZ	Green Bay, Wis.	1400	250
WDVA	Danville, Va.	1250	LS-5,000 N-1,000
WDWD	Dawson, Ga.	990	D-1,000
WDWS	Champaign, Ill.	1400	250
WDXB	Chattanooga, Tenn.	1490	250
WDXE	Lawrenceburg, Tenn.	1370	D-1,000
WDXI	Jackson, Tenn.	1310	LS-5,000 N-1,000
WDYK	Cumberland, Md.	1230	250
WDZ	Decatur, Ill.	1050	D-1,000
WEAB	Greer, S.C.	800	D-250
WEAM	Arlington, Va.	1390	5,000
WEAN	Providence, R.I.	790	5,000
WEAR	Pensacola, Fla.	1230	250
WEAS	Decatur, Ga.	1010	D-10,000
WEAT	Lake Worth, Fla.	1490	250
WEAU	Eau Claire, Wis.	790	5,000
WEAV	Plattsburg, N.Y.	960	1,000
WEBC	Duluth, Minn.	1320	5,000
WEBJ	Brewton, Ala.	1240	250
WEBK	Tampa, Fla.	1590	D-1,000
WEBQ	Harrisburg, Ill.	1240	250
WEBR	Buffalo, N.Y.	970	5,000
†WEDA	Edenton, N.C.	860	D-1,000
WEDC	Chicago, Ill.	1240	250
WEDO	McKeesport, Pa.	810	D-1,000
WEDR	Birmingham, Ala.	1220	D-1,000
WEEB	Southern Pines, N.C.	990	D-1,000
WEED	Rocky Mount, N.C.	1390	1,000
WEEI	Boston, Mass.	590	5,000
WEEK	Peoria, Ill.	1350	1,000
WEEU	Reading, Pa.	850	1,000
WEGO	Concord, N.C.	1410	D-1,000
WEIM	Fitchburg, Mass.	1280	1,000
WEIR	Weirton, W. Va.	1430	1,000
WEKR	Fayetteville, Tenn.	1240	250
WEKZ	Monroe, Wis.	1260	D-500
WELC	Welch, W. Va.	1150	D-1,000
WELI	New Haven, Conn.	960	1,000
WELL	Battle Creek, Mich.	1400	250
WELM	Elmira, N.Y.	1400	250
WELO	Tupelo, Miss.	1490	250
WELP	Easley, S.C.	1360	D-1,000
WELR	Roanoke, Ala.	1360	D-1,000
WELS	Kinston, N.C.	1010	D-1,000
WEMP	Milwaukee, Wis.	1340	250
WENA	Bayamon, P.R.	1560	250
WENC	Whiteville, N.C.	1240	250
WENE	Endicott, N.Y.	1430	5,000
WENK	Union City, Tenn.	1240	250
WENR	Chicago, Ill.	890	50,000
WENT	Gloversville, N.Y.	1340	250
WENY	Elmira, N.Y.	1230	250
WEOA	Evansville, Ind.	1400	250
WEOK	Poughkeepsie, N.Y.	1390	D-1,000
WEOL	Elyria, O.	930	1,000
WEPM	Martinsburg, W. Va.	1340	250
WERC	Erie, Pa.	1260	5,000
WERD	Atlanta, Ga.	860	D-1,000
WERE	Cleveland, O.	1300	5,000
WERH	Hamilton, Ala.	970	D-1,000 *D-5,000
WERI	Westerly, R. I.	1230	250
WESA	Charleroi, Pa.	940	D-250
WESB	Bradford, Pa.	1490	250
WESC	Greenville, S. C.	660	D-5,000
†WESK	Escanaba, Mich.	1490	250
WEST	Easton, Pa.	1400	250
WESX	Salem, Mass.	1230	250
WETB	Johnson City, Tenn.	790	D-1,000
WETO	Gadsden, Ala.	930	D-1,000
WEVA	Emporia, Va.	1400	250
WEVD	New York, N. Y.	1330	5,000
WEVE	Eveleth, Minn.	1340	250
WEW	St. Louis, Mo.	770	D-1,000
WEWO	Laurinburg, N.C.	1080	D-1,000
WEXL	Royal Oak, Mich.	1340	250
WEYE	Sanford, N. C.	1290	D-1,000
WFAA	Dallas, Tex.	570 820	5,000 50,000

Call Letters	City	Frequency in KC	Power in Watts
WFAI	Fayetteville, N. C.	1230	250
WFAK	Memphis, Tenn.	1480	D-1,000
WFAS	White Plains, N. Y.	1230	250
WFAU	Augusta, Me.	1340	250
WFAX	Falls Church, Va.	1220	D-250 *D-500
WFBC	Greenville, S. C.	1330	5,000
WFBG	Altoona, Pa.	1340	250
WFBL	Syracuse, N. Y.	1390	5,000
WFBM	Indianapolis, Ind.	1260	5,000
WFBR	Baltimore, Md.	1300	5,000
WFCB	Dunkirk, N. Y.	1410	500
WFDF	Flint, Mich.	910	1,000
WFEA	Manchester, N. H.	1370	5,000
WFEB	Sylacauga, Ala.	1340	250
WFEC	Miami, Fla.	1220	D-250
WFGM	Fitchburg, Mass.	1580	D-1,000
WFGN	Gaffney, S. C.	1570	D-250
WFHG	Bristol, Va.	980	1,000
WFHR	Wis. Rapids, Wis.	1340	250
WFIG	Sumter, S. C.	1340	250
WFIL	Philadelphia, Pa.	560	5,000
WFIN	Findlay, Ohio	1330	D-1,000
WFKY	Frankfort, Ky.	1490	250
WFLA	Tampa, Fla.	970	5,000
WFLB	Fayetteville, N. C.	1490	250
WFLO	Farmville, Va.	870	D-1,000
WFMC	Goldsboro, N. C.	730	D-1,000
WFMD	Frederick, Md.	930	1,000
WFMH	Cullman, Ala.	1300	D-1,000
WFMJ	Youngstown, O.	1390	5,000
†WFMO	Fairmont, N.C.	860	D-1,000
WFMW	Madisonville, Ky	730	D-250
WFNC	Fayetteville, N.C.	1390	LS-5,000 N-1,000
WFNS	Burlington, N.C.	1150	D-1,000
†WFOB	Fostoria, O.	1430	1,000
WFOM	Marietta, Ga.	1230	250
WFOR	Hattiesburg, Miss.	1400	250
WFOX	Milwaukee, Wis.	860	D-250
WFOY	St. Augustine, Fla.	1240	250
WFPA	Fort Payne, Ala.	1400	250
WFPG	Atlantic City, N.J.	1450	250
WFPM	Ft. Valley, Ga.	1150	D-1,000
†WFRA	Franklin, Tenn.	950	D-1,000
WFRC	Reidsville, N.C.	1600	1,000
WFRL	Freeport, Ill.	1570	D-1,000
WFRO	Fremont, O.	900	D-500
WFRP	Savannah, Ga.	1230	250
WFRX	W. Frankfort, Ill.	1300	D-1,000
WFTC	Kinston, N.C.	1230 *960	250 *LS-5,000 *N-1,000
WFTL	Fort Lauderdale, Fla.	1400	250
WFTM	Maysville, Ky.	1240	250
WFTR	Front Royal, Va.	1450	250
WFUL	Fulton, Ky.	1270	D-1,000
WFUN	Huntsville, Ala.	1450	250
WFUR	Grand Rapids, Mich.	1570	D-1,000
WFVA	Fredericksburg, Va.	1230	250
WFVG	Fuquay Springs, N.C.	1460	D-1,000
WFYC	Alma, Mich.	1280	D-1,000
WGAA	Cedartown, Ga.	1340	250
WGAC	Augusta, Ga.	580	LS-5,000 N-1,000
WGAD	Gadsden, Ala.	1350	LS-5,000 N-1,000
WGAF	Valdosta, Ga.	910	5,000
WGAI	Eliz. City, N.C.	560	LS-1,000 N-500
WGAL	Lancaster, Pa.	1490	250
WGAN	Portland, Me.	560	5,000
WGAP	Maryville, Tenn.	1400	250
WGAR	Cleveland, O.	1220	50,000
WGAT	Utica, N.Y.	1310	LS-1,000 N-500
WGAU	Athens, Ga.	1340	250
WGAY	Silver Spring, Md.	1050	D-1,000
WGBA	Columbus, Ga.	1460	1,000
WGBB	Freeport, N.Y.	1240	100
WGBF	Evansville, Ind.	1280	LS-5,000 N-1,000 *5,000
WGBG	Greensboro, N.C.	1400	250
WGBI	Scranton, Pa.	910	LS-1,000 N-500
WGBR	Goldsboro, N.C.	1150	1,000
WGBS	Miami, Fla.	710	LS-50,000 N-10,000
WGCB	Red Lion, Pa.	1440	D-1,000
WGCD	Chester, S.C.	1490	250
WGCM	Gulfport, Miss.	1240	250
WGEM	Quincy, Ill.	1440	1,000
WGES	Chicago, Ill.	1390	5,000
WGET	Gettysburg, Pa.	1450	250
WGEZ	Beloit, Wis.	1490	250
WGFG	Kalamazoo, Mich.	1360	1,000
WGGA	Gainesville, Ga.	1240 *550	250 *LS-5,000 *N-500
WGGG	Gainesville, Fla.	1230	250
WGGH	Marion, Ill.	1150	D-500
WGH	Newport News, Va.	1310	5,000
WGIG	Brunswick, Ga.	1440	1,000
WGIL	Galesburg, Ill.	1400	250
WGIV	Charlotte, N.C.	1600	D-1,000
WGKV	Charleston, W. Va.	1490	250
WGL	Ft. Wayne, Ind.	1250	1,000
WGLC	Centreville, Miss.	1580	D-250
WGLS	Decatur, Ga.	970	D-1,000
WGMS	Washington, D.C.	570	D-1,000
WGN	Chicago, Ill.	720	50,000
WGNC	Gastonia, N.C.	1450	250
WGNI	Wilmington, N.C.	1340	250
WGNR	New Rochelle, N.Y.	1460	D-500
WGNS	Murfreesboro, Tenn.	1450	250
WGNY	Newburgh, N.Y.	1220	D-1,000
WGOV	Valdosta, Ga.	950	LS-5,000 N-1,000
WGPA	Bethlehem, Pa.	1100	D-250
WGPC	Albany, Ga.	1450	250
WGR	Buffalo, N.Y.	550	5,000
WGRA	Cairo, Ga.	1300 *790	D-1,000
WGRC	Louisville, Ky.	790	LS-5,000 N-1,000
WGRD	Grand Rapids, Mich.	1410	D-1,000
WGRM	Greenwood, Miss.	1240	250
WGRO	Bay City, Mich.	1250	D-500
WGRV	Greenville, Tenn.	1340	250
WGRY	Gary, Ind.	1370	D-500
WGSM	Huntington, N.Y.	740	D-1,000
WGST	Atlanta, Ga.	920	LS-5,000 N-1,000
WGSV	Guntersville, Ala.	1270	D-1,000
†WGSW	Greenwood, S.C.	1350	D-1,000
WGTA	Summerville, Ga.	950	D-1,000
WGTC	Greenville, N.C.	1590	LS-5 000 N-1,000
WGTL	Kannapolis, N.C.	870	D-1,000
WGTM	Wilson, N.C.	590	5,000
WGTN	Georgetown, S.C.	1400	250
WGUY	Bangor, Maine	1230	250
WGVA	Geneva, N.Y.	1240	250
WGVM	Greenville, Miss.	1260	D-1,000
WGWC	Selma, Ala.	1340	250
WGWD	Gadsden, Ala.	570	D-1,000
WGWR	Asheboro, N.C.	1260	D-1,000
WGY	Schenectady, N.Y.	810	50,000
WGYV	Greenville, Ala.	1400	250
WHA	Madison, Wis.	970	D-5,000
WHAI	Greenfield, Mass.	1240	250
WHAK	Rogers City, Mich.	960	D-1,000
WHAL	Shelbyville, Tenn.	1400	250
WHAM	Rochester, N.Y.	1180	50,000
WHAN	Charleston, S.C.	1340	250
WHAP	Hopewell, Va.	1340	250
WHAR	Clarksburg, W.Va.	1340	250
WHAS	Louisville, Ky.	840	50,000
WHAT	Philadelphia, Pa.	1340	250
WHAV	Haverhill, Mass.	1490	250
WHAW	Weston, W.Va.	1450	250
WHAY	New Britain, Conn.	910	5,000
WHAZ	Troy, N.Y.	1330	1,000
WHB	Kansas City, Mo.	710	LS-10,000 N-5,000
WHBB	Selma, Ala.	1490	250
WHBC	Canton, Ohio	1480	5,000
WHBF	Rock Island, Ill.	1270	5,000
WHBI	Newark, N.J.	1280	LS-2,500 N-1,000
WHBL	Sheboygan, Wis.	1330	LS-1,000 N-250
WHBO	Sulphur Springs, Fla.	1050	D-250
WHBQ	Memphis, Tenn.	560	LS-5,000 N-1,000
WHBS	Huntsville, Ala.	1490 *1550	250 *LS-5,000 *N-500
WHBT	Harriman, Tenn.	1230	250
WHBU	Anderson, Ind.	1240	250
WHBY	Appleton, Wis.	1230	250
WHCC	Waynesville, N.C.	1400	250
WHCU	Ithaca, N.Y.	870	LS-1,000 L-N-1,000
WHDF	Houghton, Mich.	1400	250
WHDH	Boston, Mass.	850	50,000
WHDL	Olean, N.Y.	1450	250
WHEB	Portsmouth, N.H.	750	LS-1,000 L-N-1,000
WHEC	Rochester, N.Y.	1460	5,000
WHED	Washington, N.C.	1340	250
WHFB	Benton Harbor, Mich.	1060	D-1,000
WHFC	Cicero, Ill.	1450	250
WHGB	Harrisburg, Pa.	1400	250
WHHH	Warren, O.	1440	5,000
WHHM	Memphis, Tenn.	1340	250
WHIL	Medford, Mass.	1430	D-500
WHIM	Providence, R.I.	1110	D-1,000
WHIN	Gallatin, Tenn.	1010	D-1,000
WHIO	Dayton, Ohio	1290	5,000
WHIP	Mooresville, N.C.	1350	D-1,000
WHIR	Danville, Ky.	1230	250
WHIS	Bluefield, W.Va.	1440	5,000
WHIT	New Bern, N.C.	1450	250
WHIZ	Zanesville, Ohio	1240	250
WHJB	Greensburg, Pa.	620	LS-1,000 N-500
WHJC	Matewan, W.Va.	1360	D-1,000
WHK	Cleveland, Ohio	1420	5,000
WHKC	Columbus, Ohio	610	5,000
WHKK	Akron, Ohio	640	LS-1,000 L-N-1,000
WHKP	Hendersonville, N.C.	1450	250
WHKY	Hickory, N.C.	1290	LS-5,000 N-1,000
WHLB	Virginia, Minn.	1400	250
WHLD	Niagara Falls, N.Y.	1270	D-5,000
WHLF	So. Boston, Va.	1400	250
WHLI	Hempstead, N.Y.	1100	D-250
WHLL	Wheeling, W.Va.	1600	D-5,000
WHLM	Bloomsburg, Pa.	690	D-1,000
WHLN	Harlan, Ky.	1230	250
WHLS	Port Huron, Mich.	1450	250
WHMA	Anniston, Ala.	1450	250
WHMP	Northampton, Mass.	1400	250
WHNC	Henderson, N.C.	890	D-1,000
WHO	Des Moines, Ia.	1040	50,000
WHOB	Gardner, Mass.	1490	250
WHOC	Philadelphia, Miss.	1490	250
WHOD	Homestead, Pa.	860	D-250
WHOK	Lancaster, O.	1320	D-500
WHOL	Allentown, Pa.	1230	250
WHOM	New York	1480	5,000
WHOO	Orlando, Fla.	990	LS-10,000 N-5,000
WHOP	Hopkinsville, Ky.	1230	250
WHOS	Decatur, Ala.	800	D-1,000
WHOT	South Bend, Ind.	1490	250
WHOW	Clinton, Ill.	1520	D-1,000
WHP	Harrisburg, Pa.	580	5,000
WHPE	High Point, N.C.	1070	D-1,000
WHRV	Ann Arbor, Mich.	1600	1,000
WHSC	Hartsville, S.C.	1450	250
WHSY	Hattiesburg, Miss.	1230	250
WHTB	Talladega, Ala.	1230	250
WHTC	Holland, Mich.	1450	250
WHTN	Huntington, W.Va.	800	D-1,000
WHUB	Cookeville, Tenn.	1400	250
WHUC	Hudson, N.Y.	1230	250
WHUM	Reading, Pa.	1240	250
WHUN	Huntingdon, Pa.	1400	250
†WHVF	Wausaw, Wis.	1230	250
WHVR	Hanover, Pa.	1280	LS-1,000 N-500
WHWB	Rutland, Vt.	1000	D-1,000
†WHWD	Hollywood, Fla.	1320	D-500
WHWL	Nanticoke, Pa.	730	D-1,000
WHYN	Holyoke, Mass.	560	1,000
WHYU	Newport News, Va.	1270	D-1,000
WIAC	Santurce, P.R.	740	10,000
WIAM	Williamston, N.C.	900	D-1,000
WIBA	Madison, Wis.	1310	5,000
WIBB	Macon, Ga.	1280	D-1,000
WIBC	Indianapolis, Ind.	1070	LS-50,000 N-10,000
WIBG	Philadelphia, Pa.	990	10,000
WIBK	Knoxville, Tenn.	800	D-1,000
WIBM	Jackson, Mich.	1450	250
WIBR	Baton Rouge, La.	1300	1,000
WIBU	Poynette, Wis.	1240	250
WIBV	Belleville Ill.	1060	D-250
WIBW	Topeka, Kans.	580	5,000
WIBX	Utica, N.Y.	950	5,000
WICA	Ashtabula, Ohio	970	LS-5,000 N-1,000
WICC	Bridgeport, Conn.	600	LS-1,000 N-500
WICE	Providence, R.I.	1290	D-500
WICH	Norwich, Conn.	1400	250
WICY	Malone, N.Y.	1490	250
WIDE	Biddeford, Me.	1400	250
WIEL	Elizabethtown, Ky.	1400	250
WIFM	Elkin, N.C.	1540	D-250
WIGM	Medford, Wis.	1490	250
WIHL	Hammond, La.	730	D-250
WIKB	Iron River, Mich.	1230	250
WIKC	Bogalusa, La.	1490	250
WIKE	Newport, Vt.	1490	250
WIKK	Erie, Pa.	1330	5,000
WIKY	Evansville, Ind.	820	D-250
WIL	St. Louis, Mo.	1430	5,000
†WILB	Williamsburg, Va.	740	D-500
WILD	Birmingham, Ala.	1490 *850	250 *LS-5,000 *N-1,000
WILE	Cambridge, O.	1270	D-1,000
WILK	Wilkes-Barre, Pa.	980	LS-5,000 N-1,000
WILL	Urbana, Ill.	580	D-5,000
WILM	Wilmington, Del.	1450	250
WILS	Lansing, Mich.	1320	LS-5,000 N-1,000
WIMA	Lima, O.	1150	1,000
†WIMO	Winder, Ga.	1300	D-1,000
WIMS	Michigan City, Ind.	1420	LS-1,000 N-500
WINA	Charlottesville, Va.	1280	D-1,000
WINC	Winchester, Va.	1400	250
WIND	Chicago, Ill.	560	5,000
WING	Dayton, Ohio	1410	5,000
WINK	Ft. Myers, Fla.	1240	250
WINN	Louisville, Ky.	1240	250
WINR	Binghamton, N.Y.	680	LS-1,000 N-500
WINS	New York, N.Y.	1010	50,000
WINX	Rockville, Md.	1600	D-1,000
WINZ	Hollywood, Fla.	940	1,000 *LS-50,000 *N-10,000
WIOD	Miami, Fla.	610	5,000
†WION	Ionia, Mich.	1430	D-500
WIOU	Kokomo, Ind.	1350	1,000
WIP	Philadelphia, Pa.	610	5,000
WIPC	Lake Wales, Fla.	1280	D-1,000
WIPR	Santurce, P.R.	940	10,000
WIRA	Ft. Pierce, Fla.	1400	250
WIRB	Enterprise, Ala.	1230	250
WIRC	Hickory, N.C.	630	D-1,000
WIRE	Indianapolis, Ind.	1430	5,000
WIRJ	Humboldt, Tenn.	740	D-250
WIRK	**W. Palm Beach, Fla.**	1290	1,000 *LS-5,000 *N-1,000
WIRL	Peoria, Ill.	1290	5,000
WIRO	Ironton, O.	1230	250
WIRY	Plattsburg, N.Y.	1340	250
WIS	Columbia, S.C.	560	5,000
WISC	Madison, Wis.	1480	1,000
WISE	Asheville, N.C.	1310	LS-5,000 N-1,000
WISH	Indianapolis, Ind.	1310	LS-5,000 N-1,000
WISL	Shamokin, Pa.	1480	1,000
WISN	Milwaukee, Wis.	1150	5,000
†WISO	Ponce, P.R.	1260	1,000
WISR	Butler, Pa.	680	D-250
WIST	Charlotte, N.C.	930	LS-5,000 N-1,000
WITA	San Juan, P.R.	1400	250
WITH	Baltimore, Md.	1230	250
WITZ	Jasper, Ind.	990	D-1,000
WIVI	Christiansted, St. Croix, V.I.	1230	250
WIVY	Jacksonville, Fla.	1050	D-1,000
WIZE	Springfield, O.	1340	250
WJAC	Johnstown, Pa.	1400	250
WJAG	Norfolk, Nebr.	780	LS-1,000 L-N-1,000
WJAM	Marion, Ala.	1310	D-1,000
†WJAN	Spartanburg, S.C.	1400	250
WJAR	Providence, R.I.	920	5,000
WJAS	Pittsburgh, Pa.	1320	5,000
WJAT	Swainsboro, Ga.	800	D-1,000
WJAX	Jacksonville, Fla.	930	5,000
WJAY	Mullins, S.C.	1280	D-1,000
†WJAZ	Albany, Ga.	1050	D-250
WJBB	Haleyville, Ala.	1230	250
WJBC	Bloomington, Ill.	1230	250
WJBF	Augusta, Ga.	1230	250
WJBK	Detroit, Mich.	1490 *1500	250 *LS-10,000 *N-5,000
WJBO	Baton Rouge, La.	1150	5,000
WJBS	Deland, Fla.	1490	250
WJBW	New Orleans, La.	1230	250
WJBY	Gadsden, Ala.	1240	250
WJCD	Seymour, Ind.	1390	D-500
WJCM	Sebring, Fla.	1340	250
WJDA	Quincy, Mass.	1300	D-1,000
WJDX	Jackson, Miss.	1300	LS-5,000 N-1,000
WJEF	Grand Rapids, Mich.	1230	250
WJEH	Gallipolis, O.	990	D-250
WJEJ	Hagerstown, Md.	1240	250
WJEL	Springfield, O.	1600	D-500
WJER	Dover, Ohio	1450	250
WJET	Erie, Pa.	1570	D-250
WJFR	Caguas, P.R.	1240	250
WJHL	Johnson City, Tenn.	910	LS-5,000 N-1,000
WJHO	Opelika, Ala.	1400	250
WJHP	Jacksonville, Fla.	1320	5,000
WJIG	Tullahoma, Tenn.	740	D-250
WJIM	Lansing, Mich.	1240	250
WJIV	Savannah, Ga.	900	D-1,000
WJJD	Chicago, Ill.	1160	LS-50,000 L-N-50,000
WJJJ	Montgomery, Ala.	1170	LS-10,000 N-1,000
WJJL	Niagara Falls, N.Y.	1440	D-1,000
WJJM	Lewisburg, Tenn.	1490	250
WJKO	Springfield, Mass.	1600	D-5,000
WJLB	Detroit, Mich.	1400	250
WJLD	Bessemer, Ala.	1400	250
WJLK	Asbury Park, N.J.	1310	250
WJLS	Beckley, W. Va.	560	LS-1,000 N-500

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AM Stations by Call Letters

(Continued from page 459)

Call Letters	City	Frequency in KC	Power in Watts
WJMA	Orange, Va.	1340	250
WJMB	Brookhaven, Miss.	1340	250
WJMC	Rice Lake, Wis.	1240	250
WJMJ	Philadelphia, Pa.	1540	D-1,000
WJMO	Cleveland, Ohio	1540	D-1,000
WJMR	New Orleans, La.	990	D-250
WJMS	Ironwood, Mich.	630	1,000
WJMW	Athens, Ala.	1010	D-250
WJMX	Florence, S.C.	970	LS-5,000 N-1,000
WJNC	Jacksonville, N.C.	1240	250
WJNO	W. Palm Beach, Fla.	1230	250
WJOB	Hammond, Ind.	1230	250
WJOC	Jamestown, N.Y.	1340	250
WJOI	Florence, Ala.	1340	250
WJOL	Joliet, Ill.	1340	250
WJON	St. Cloud, Minn.	1240	250
WJOY	Burlington, Vt.	1230	250
WJPA	Washington, Pa.	1450	250
WJPD	Ishpeming, Mich.	1240	250
WJPF	Herrin, Ill.	1340	250
WJPG	Green Bay, Wis.	1440	LS-1,000 N-500
WJPR	Greenville, Miss.	1330	LS-1,000 N-500
WJPS	Evansville, Ind.	1330	LS-5,000 N-1,000
WJQS	Jackson, Miss.	1400	250
WJR	Detroit, Mich.	760	50,000
WJRD	Tuscaloosa, Ala.	1150	LS-5,000 N-1,000
WJRI	Lenoir, N.C.	1340	250
WJTN	Jamestown, N.Y.	1240	250
WJVA	South Bend, Ind.	1580	D-250
WJVB	Jacksonville Beach, Fla.	1010	D-250 *D-1,000
WJW	Cleveland, Ohio	850	5,000
WJWL	Georgetown, Del.	900	D-1,000
WJXN	Jackson, Miss.	1450	250
WJZ	New York, N.Y.	770	50,000
WJZM	Clarksville, Tenn.	1400	250
WKAB	Mobile, Ala.	840	D-1,000
WKAI	Macomb, Ill.	1510	D-250
WKAL	Rome, N.Y.	1450	250
WKAM	Warsaw, Ind	1220	D-250
WKAN	Kankakee, Ill.	1320	D-1,000
WKAP	Allentown, Pa.	1320	1,000
WKAQ	San Juan, P.R.	580	5,000
WKAR	E. Lansing, Mich.	870	D-5,000
WKAT	Miami Beach, Fla.	1360	LS-5,000 N-1,000
WKAY	Glasgow, Ky.	1490	250
WKBC	N. Wilkesboro, N.C.	810	D-1,000
WKBH	La Crosse, Wis.	1410	5,000
WKBI	St. Mary's, Pa.	1400	250
WKBN	Youngstown, O.	570	5,000
WKBO	Harrisburg, Pa.	1230	250
WKBR	Manchester, N.H.	1240	250
WKBS	Oyster Bay, L.I.	1520	D-250
WKBV	Richmond, Ind.	1490	250
WKBW	Buffalo, N.Y.	1520	50,000
WKBZ	Muskegon, Mich.	850	1,000 *LS-5,000 *N-1,000
WKCT	Bowling Green, Ky.	930	LS-1,000 N-500
WKDA	Nashville, Tenn.	1240	250
WKDK	Newberry, S.C.	1240	250
WKDN	Camden, N.J.	800	D-1,000
WKEI	Kewanee, Ill.	1450	100
WKEU	Griffin, Ga.	1450	250
WKEY	Covington, Va.	1340	250
WKGN	Knoxville, Tenn.	1340	250
WKHM	Jackson, Mich.	970	1,000
WKIC	Hazard, Ky.	1340	250
WKID	Urbana, Ill.	1580	D-250
WKIN	Kingsport, Tenn.	1320	D-1,000
WKIP	Poughkeepsie, N.Y.	1450	250
WKJB	Mayaguez, P.R.	710	LS-1,000 N-500
WKJG	Ft. Wayne, Ind.	1380	5,000
†WKKO	Cocoa, Fla.	860	D-250
WKLA	Ludington, Mich.	1450	250
WKLF	Clanton, Ala.	980	D-1,000
WKLJ	Sparta, Wis.	990	D-250
WKLK	Cloquet, Minn.	1230	250
WKLO	Louisville, Ky.	1080	LS-5,000 N-1,000
WKLV	Blackstone, Va.	1490	250
WKLY	Hartwell, Ga.	980	D-1,000
WKMH	Dearborn, Mich.	1310	LS-5,000 N-1,000
†WKMT	Kings Mountain, N.C.	1220	D-500
WKNA	Charleston, W.Va.	950	LS-5,000 N-1,000
WKNB	New Britain, Conn.	840	D-1,000
WKNE	Keene, N.H.	1290	5,000
WKNK	Muskegon, Mich.	1600	5,000
WKNX	Saginaw, Mich.	1210	D-1,000
WKNY	Kingston, N.Y.	1490	250
WKOK	Sunbury, Pa.	1240	250
WKOP	Binghamton, N.Y.	1360	LS-1,000 N-500
WKOV	Wellston, O.	1570	D-250
WKOW	Madison, Wis.	1070	LS-10,000 N-5,000
WKOX	Framingham, Mass.	1190	D-1,000
WKOY	Bluefield, W.Va.	1240	250
WKOZ	Kosciusko, Miss.	1340	250
WKPA	New Kensington, Pa.	1150	D-250
WKPT	Kingsport, Tenn.	1400	250
WKRC	Cincinnati, Ohio	550	LS-5,000 N-1,000
WKRG	Mobile, Ala.	710	LS-1,000 N-500
WKRM	Columbia, Tenn.	1340	250
WKRO	Cairo, Ill.	1490	250
WKRS	Waukegan, Ill.	1220	D-1,000
WKRT	Cortland, N.Y.	920	LS-1,000 N-500
WKRZ	Oil City, Pa.	1340	250
WKSR	Pulaski, Tenn.	730 *1420	D-250 *1,000
WKST	New Castle, Pa.	1280	1,000
WKTG	Thomasville, Ga.	730	D-1,000
WKTM	Mayfield, Ky	1050	D-1,000
WKTY	La Crosse, Wis.	580	1,000
WKUL	Cullman, Ala.	1340	250
WKVA	Lewistown, Pa.	920	D-1,000
WKVM	San Juan, P.R.	1070 *810	25,000
WKWF	Key West, Fla.	1600	500
WKWK	Wheeling, W.Va.	1400	250
WKXL	Concord, N.H.	1450	250
WKXY	Sarasota, Fla.	1540	D-1,000
WKY	Okla. City, Okla.	930	5,000
WKYB	Paducah, Ky.	570	LS-1,000 N-500
WKYW	Louisville, Ky.	900	D-1,000
WKZO	Kalamazoo, Mich.	590	5,000
WLAC	Nashville, Tenn.	1510	50,000
WLAD	Danbury, Conn.	800	D-250
†WLAF	La Follette, Tenn.	1450	100
WLAG	LaGrange, Ga.	1240	250
WLAK	Lakeland, Fla.	1430	1,000
WLAM	Lewistown, Me.	1470	5,000
WLAN	Lancaster, Pa.	1390	1,000
WLAP	Lexington, Ky.	630	LS-5,000 N-1,000
WLAQ	Rome, Ga.	1410	1,000
WLAR	Athens, Tenn.	1450	250
WLAT	Conway, S.C.	1490	250
WLAU	Laurel, Miss.	1490	250
WLAV	Grand Rapids, Mich.	1340	250
WLAW	Boston-Lawrence, Mass.	680	50,000
WLAY	Muscle Shoals City, Ala.	1450	250
WLBB	Carrollton, Ga.	1100	D-250
WLBC	Muncie, Ind.	1340	250
WLBE	Leesburg, Fla.	790	1,000
WLBG	Laurens, S.C.	860	D-250
WLBH	Mattoon, Ill.	1170	D-250
WLBJ	Bowling Green, Ky.	1410	LS-5,000 N-1,000
WLBK	De Kalb, Ill.	1360	D-500
WLBL	Auburndale, Wis.	930	D-5,000
WLBR	Lebanon, Pa.	1270	1,000
WLBS	Birmingham, Ala.	900	D-1,000
WLBZ	Bangor, Me.	620	5,000
WLCK	Campbellsville, Ky.	1450	250
WLCM	Lancaster, S.C.	1360	D-1,000
WLCR	Torrington, Conn.	990	D-1,000
WLCS	Baton Rouge, La.	1400 *910	250 *1,000
WLCX	La Crosse, Wis.	1490	250
WLDS	Jacksonville, Ill.	1180	D-1,000
WLDY	Ladysmith, Wis.	1340	250
WLEA	Hornell, N.Y.	1480	D-1,000
WLEC	Sandusky, Ohio	1450	250
WLEE	Richmond, Va.	1480	5,000
WLET	Toccoa, Ga.	1420	D-1,000
WLEU	Erie, Pa.	1450	250
WLEW	Bad Axe, Mich.	1540	D-250
WLEX	Lexington, Ky.	1300	1,000
WLFH	Little Falls, N.Y.	1230	100
WLIB	New York, N.Y.	190	LS-1,000 L-N-1,000
WLIL	Lenoir City, Tenn.	730	D-1,000
WLIN	Merrill, Wis.	550	1,000
WLIO	E. Liverpool, O.	1570	D-1,000
WLIP	Kenosha, Wis.	1050	D-250
WLLH	Lowell, Mass.	1400	250
WLNA	Peekskill, N.Y.	1420	D-1,000
WLNH	Laconia, N.H.	1340	250
WLOA	Braddock, Pa.	1550	D-1,000
WLOE	Leaksville, N.C.	1490	250
WLOF	Orlando, Fla.	950	5,000
WLOG	Logan, W.Va.	1230	250
WLOH	Princeton, W.Va.	1490	250
WLOI	La Porte, Ind.	1540	D-250
WLOK	Lima, O.	1240	250
WLOL	Minneapolis, Minn.	1330	5,000
†WLON	Lincolnton, N.C.	1270	D-500
WLOS	Asheville, N.C.	1380	LS-5,000 N-1,000
WLOU	Louisville, Ky.	1350	D-1,000
WLOW	Portsmouth, Va.	1400	250
WLOX	Biloxi, Miss.	1490	250
WLPM	Suffolk, Va.	1450	250
WLPO	La Salle, Ill.	1220	D-250
WLRP	New Albany, Ind.	1570	D-1,000
WLS	Chicago, Ill.	890	50,000
†WLSH	Lansford, Pa.	1410	D-1,000
WLSI	Pikeville, Ky.	900	D-1,000
WLTC	Gastonia, N.C.	1370	D-1,000
WLVA	Lynchburg, Va.	590	1,000
WLW	Cincinnati, O.	700	50,000
WLXW	Carlisle, Pa.	1380	D-1,000
WLYC	Williamsport, Pa.	1050	D-1,000
WLYN	Lynn, Mass.	1360	D-1,000
WMAJ	State College, Pa.	1450	250
WMAK	Nashville, Tenn.	1300	5,000
WMAL	Washington, D.C.	630	5,000
WMAM	Marinette, Wis.	570	LS-250 N-100
WMAN	Mansfield, Ohio	1400	250
WMAP	Monroe, N.C.	1060	D-250
WMAQ	Chicago, Ill.	670	50,000
WMAS	Springfield Mass.	1450	250
WMAW	Menominee, Wis.	1340	100
WMAY	Springfield, Ill.	970	LS-1,000 N-500
WMAZ	Macon, Ga.	940	10,000
WMBC	Macon, Miss.	1400	250
WMBD	Peoria, Ill.	1470	5,000
WMBG	Richmond, Va.	1380	5,000
WMBH	Joplin, Mo.	1450	250
WMBI	Chicago, Ill.	1110	LS-5,000 L-N-5,000
WMBL	Morehead City, N. C.	740	D-1,000
WMBM	Miami Beach, Fla.	800	D-1,000
WMBN	Petoskey, Mich.	1340	250
WMBO	Auburn, N. Y.	1340	250
WMBR	Jacksonville, Fla.	1460	5,000
WMBS	Uniontown, Pa.	590	1,000
WMC	Memphis, Tenn.	790	5,000
WMCA	New York, N. Y.	570	5,000
WMCK	McKeesport, Pa.	1360	1,000
†WMDC	Hazelhurst, Miss.	1220	D-250
WMDD	Fajardo, P. R.	1490	250
WMDN	Midland, Mich.	1490	250
WMEV	Marion, Va.	1010	D-1,000
WMEX	Boston, Mass.	1510	5,000
WMFC	Monroeville, Ala.	1220	D-250
WMFD	Wilmington, N. C.	630	1,000
WMFG	Hibbing, Minn.	1240	250
WMFJ	Daytona Beach, Fla.	1450	250
WMFR	High Point, N. C.	1230	250
WMFS	Chattanooga, Tenn.	1260	D-1,000
WMGA	Moultrie, Ga.	1400	250
WMGM	New York, N.Y.	1050	50,000
WMGR	Bainbridge, Ga.	1490	250
WMGW	Meadville, Pa.	1490	250
WMGY	Montgomery, Ala.	800	D-1,000
WMIA	Caguas, P.R.	1450	250
WMID	Atlantic City, N.J.	1340	250
WMIE	Miami, Fla.	1140	LS-10,000 N-5,000
WMIK	Middlesboro, Ky.	560	D-500
WMIL	Milwaukee, Wis.	1290	D-1,000
WMIN	St. Paul, Minn.	1400	250
WMIQ	Iron Mt., Mich.	1450	250
WMIS	Natchez, Miss.	1240	250
WMIX	Mt. Vernon, Ill.	940	D-1,000
WMJM	Cordele, Ga.	1490	250
WMLS	Sylacauga, Ala.	1290	D-1,000
WMLT	Dublin, Ga.	1340	250
WMMB	Melbourne, Fla.	1240	250
WMMN	Fairmont, W.Va.	920	5,000
WMMT	McMinnville, Tenn.	1230	250
WMMW	Meriden, Conn.	1470	D-1,000
WMNB	N. Adams, Mass.	1230	250
WMNC	Morganton, N.C.	1490	250
WMNE	Menomonie, Wis.	1360	D-500
WMOA	Marietta, O.	1490	250
WMOC	Covington, Ga.	1490 *1430	250 *D-1,000
WMOD	Moundsville, W.Va.	1470	D-1,000
WMOG	Brunswick, Ga.	1490	250
WMOH	Hamilton, O.	1450	250
WMOK	Metropolis, Ill.	920	D-500
WMON	Montgomery, W.Va.	1340	250
WMOU	Berlin, N.H.	1230	250
WMOX	Meridian, Miss.	1240	250
†WMOZ	Mobile, Ala.	960	D-1,000
WMPA	Aberdeen, Miss.	1240	250
WMPC	Lapeer, Mich.	1230	SH-250
WMPM	Smithfield, N.C.	1270	D-1,000
WMPS	Memphis, Tenn.	680	LS-10,000 N-5,000
WMRA	Myrtle Beach, S.C.	1450	250
WMRC	Greenville, S.C.	1440	5,000
WMRF	Lewistown, Pa.	1490	250
WMRN	Marion, O.	1490	250
WMRO	Aurora, Ill.	1280	D-250
WMRP	Flint, Mich.	1510	D-250
WMRY	New Orleans, La.	600	D-500
WMSA	Massena, N.Y.	1340	250
WMSC	Columbia, S.C.	1320	1,000
WMSL	Decatur, Ala.	1400	250
WMT	Cedar Rapids, Ia.	600	5,000
WMTC	Van Cleve, Ky.	730	D-1,000
WMTE	Manistee, Mich.	1340	250
WMTR	Morristown, N.J.	1250	D-1,000
WMUR	Manchester, N.H.	610	LS-5,000 N-1,000
WMUS	Muskegon, Mich.	1090	D-1,000
WMUU	Greenville, S.C.	1260	D-1,000
WMVA	Martinsville, Va.	1450	250
WMVG	Milledgeville, Ga.	1450	250
†WMYR	Ft. Myers, Fla.	1410	D-1,000
WNAB	Bridgeport, Conn.	1450	250
WNAC	Boston, Mass.	1260	5,000
WNAD	Norman, Okla.	640	D-1,000
WNAE	Warren, Pa.	1310	D-1,000
WNAG	Grenada, Miss.	1400	250
WNAH	Nashville, Tenn.	1360	D-1,000
WNAM	Neenah, Wis.	1280	1,000
WNAO	Raleigh, N.C.	850	LS-10,000 N-5,000
WNAR	Norristown, Pa.	1110	D-500
WNAT	Natchez, Miss.	1450	250
WNAV	Annapolis, Md.	1430	1,000
WNAW	N. Adams, Mass.	860	D-250
WNAX	Yankton, S.D.	570	5,000
WNBC	New York, N.Y.	660	50,000
WNBF	Binghamton, N.Y.	1290	5,000
WNBH	New Bedford, Mass.	1340	250
WNBS	Murray, Ky.	1340	250
WNBZ	Saranac Lake, N.Y.	1450	250
WNCA	Siler City, N.C.	1570	D-1,000
WNCC	Barnesboro, Pa.	950	D-500
WNDB	Daytona Beach, Fla.	1150	1,000
WNDR	Syracuse, N.Y.	1260	5,000
WNEB	Worcester, Mass.	1230	250
WNEL	San Juan, P.R.	860	5,000
WNER	Live Oak, Fla.	1450	250
WNEW	New York, N.Y.	1130	10,000 *50,000
WNEX	Macon, Ga.	1400	250
WNGO	Mayfield, Ky.	1320	D-1,000
WNHC	New Haven, Conn.	1340	250
WNJR	Newark, N.J.	1430	5,000
WNLC	New London Conn.	1490	250
WNLK	Norwalk, Conn.	1350	500
WNMP	Evanston, Ill.	1590	D-1,000
WNNC	Newton, N.C.	1230	250
WNNT	Warsaw, Va.	690	D-250
WNOE	New Orleans, La.	1060	LS-50,000 N-5,000
WNOK	Columbia, S.C.	1230	250
WNOP	Newport, Ky.	740	D-1,000
WNOR	Norfolk, Va.	1230	250
WNOW	York, Pa.	1250	D-1,000
WNOX	Knoxville, Tenn.	990	10,000
WNPT	Northport, Ala.	1280	D-1,000
†WNRI	Woonsocket, R.I.	1380	D-1,000
WNVA	Norton, Va.	1450	250
WNXT	Portsmouth, O.	1260	1,000
WNYC	New York, N.Y.	830	LS-1,000 L-N-1,000
WOAI	San Antonio, Tex.	1200	50,000
WOAP	Owosso, Mich.	1080	D-250
WOAY	Oak Hill, W.Va.	850	D-5,000
WOBS	Jacksonville, Fla.	1360	D-1,000
WOBT	Rhinelander, Wis.	1240	250
WOC	Davenport, Ia.	1420	5,000
WOCB	W. Yarmouth, Mass.	1240	250
WOHI	East Liverpool, O.	1490	250
WOHP	Bellefontaine O.	1390	D-500
WOHS	Shelby, N.C.	730	D-250
WOI	Ames, Iowa	640	D-5,000
WOKE	Oak Ridge, Tenn.	1430	D-1,000
WOKO	Albany, N.Y.	1460	5,000
WOKW	Sturgeon Bay, Wis.	1050	D-250
WOKY	Milwaukee, Wis.	920	1,000 *LS-5,000 *N-1,000
WOKZ	Alton, Ill.	1570	D-1,000
WOL	Washington, D.C.	1450	250
WOLF	Syracuse, N.Y.	1490	250
WOLS	Florence, S.C.	1230	250
WOMI	Owensboro, Ky.	1490	250
WOMT	Manitowoc, Wis.	1240	250
WOND	Pleasantville, N.J.	1400	250
WONE	Dayton, O.	980	5,000
WONN	Lakeland, Fla.	1230	250
WONS	Hartford, Conn.	1410	5,000
WONW	Defiance, O.	1280	500
WOOD	Grand Rapids Mich.	1300	5,000
WOOF	Dothan, Ala.	560	D-5,000
WOOK	Washington, D.C.	1340	250
†WOOW	New Bern, N.C.	1490	250
WOPA	Oak Park, Ill.	1490	250
WOPI	Bristol, Tenn.	1490	250
WOR	New York, N.Y.	710	50,000
WORA	Mayaguez, P.R.	1150	1,000
WORC	Worcester, Mass.	1310	1,000
WORD	Spartanburg, S.C.	910	1,000
WORK	York, Pa.	1350	LS-5,000 N-1,000
WORL	Boston, Mass.	950	D-5,000

Call Letters	City	Frequency in KC	Power in Watts
WORZ	Orlando, Fla.	740	1,000
WOSC	Fulton, N.Y.	1300	D-1,000
WOSH	Oshkosh, Wis.	1490	250
WOSU	Columbus, Ohio	820	LS-5,000 L-N-5,000
WOTW	Nashua, N.H.	900	D-1,000
WOV	New York, N.Y.	1280	5,000
WOW	Omaha, Neb.	590	5,000
WOWL	Florence, Ala.	1240	250
WOWO	Ft. Wayne, Ind.	1190	10,000
WOXF	Oxford, N.C.	1340	250
†WPAA	Mayaguez, P.R.	1190	250
WPAB	Ponce, P.R.	550	LS-5,000 N-1,000
WPAC	Patchogue, N.Y.	1580	D-250
WPAD	Paducah, Ky.	1450	250
WPAG	Ann Arbor, Mich.	1050	D-1,000
WPAL	Charleston, S.C.	730	D-1,000
WPAM	Pottsville, Pa.	1450	250
WPAQ	Mt. Airy, N.C.	740	D-1,000
WPAR	Parkersburg, W. Va.	1450	250
WPAT	Paterson, N.J.	930	5,000
WPAW	Pawtucket, R.I.	550	D-1,000
WPAX	Thomasville, Ga.	1240	250
WPAY	Portsmouth, O.	1400	250
WPAZ	Pottstown, Pa.	1370	D-1,000
WPBB	Jackson, Ala.	1290	D-1,000
WPBC	Minneapolis, Minn.	980	D-500
WPCF	Panama City, Fla.	1400	250
WPDQ	Jacksonville, Fla.	600	5,000
WPDR	Portage, Wis.	1350	D-1,000
WPDX	Clarksburg, W.Va.	750	D-1,000
†WPEL	Montrose, Pa.	1250	D-1,000
WPEN	Philadelphia, Pa.	950	5,000
WPEO	Peoria, Ill.	1020	D-1,000
WPEP	Taunton, Mass.	1570	D-1,000
WPFB	Middletown, O.	910	LS-1,000 N-100
WPGH	Pittsburgh, Pa.	1080	D-1,000
WPGW	Portland, Ind.	1440	D-500
WPIC	Sharon, Pa.	790	D-1,000
†WPID	Piedmont, Ala.	1280	D-1,000
WPIK	Alexandria, Va.	730	D-1,000
WPIN	Clearwater, Fla.	680	D-1,000
	*St. Petersburg, Fla.		
WPIT	Pittsburgh, Pa.	730	D-1,000
WPJB	Providence, R.I.	1420	5,000
WPKE	Pikeville, Ky.	1240	250
WPKY	Princeton, Ky.	1580	D-250
WPLA	Plant City, Fla.	1570	D-250
WPLH	Huntington, W.Va.	1450	250
WPLI	Jackson, Tenn.	1490	250
WPMP	Pascagoula, Miss.	1580	D-250
WPNF	Brevard, N.C.	1240	250
WPNX	Phenix City, Ala.	1270	D-1,000
WPOR	Portland, Me.	1490	250
WPPA	Pottsville, Pa.	1360	LS-1,000 N-500
WPRA	Mayaguez, P.R.	990	10,000
WPRC	Lincoln, Ill.	1370	D-500
†WPRE	Prairie Du Chien, Wis.	1280	D-500
WPRO	Providence, R.I.	630	5,000
WPRP	Ponce, P.R.	910	5,000
WPRS	Paris, Ill.	1440	D-500
†WPRT	Prestonburg, Ky.	960	D-1,000
WPTF	Raleigh, N.C.	680	50,000
WPTR	Albany, N.Y.	1540	50,000
WPTW	Piqua, Ohio	1570	D-250
WPUV	Pulaski, Va.	1230	250
WPWA	Chester, Pa.	1590	1,000
WQAM	Miami, Fla.	560	LS-5,000 N-1,000
WQAN	Scranton, Pa.	630	D-500
WQBC	Vicksburg, Miss.	1420	LS-1,000 N-500
WQUA	Moline, Ill.	1230	250
WQXI	Atlanta, Ga.	790	LS-5,000 N-1,000
WQXR	New York, N.Y.	1560	10,000
WRAC	Racine, Wis.	1460	D-500
WRAD	Radford, Va.	1340	250
WRAG	Carrolton, Ala.	590	D-1,000
WRAK	Williamsport, Pa.	1400	250
WRAL	Raleigh, N.C.	1240	250
WRAP	Norfolk, Va.	1050	D-500
WRAW	Reading, Pa.	1340	250
WRAY	Princeton, Ind.	1250	D-1,000
WRBC	Jackson, Miss.	620	LS-5,000 N-1,000
WRBL	Columbus, Ga.	1420	5,000
WRC	Washington, D.C.	980	5,000
WRCO	Richland Center, Wis.	1450	250
WRCS	Ahoskie, N.C.	970	D-1,000
†WRDB	Reedsburg, Wis.	1400	250
WRDO	Augusta, Maine	1400	250
WRDW	Augusta, Ga.	1480	5,000
WREB	Holyoke, Mass.	930	D-500
WREC	Memphis, Tenn.	600	5,000
WREL	Lexington, Va.	1450	250
WREN	Topeka, Kans.	1250	5,000
WREV	Reidsville, N.C.	1220	D-250
WREX	Duluth, Minn.	1080	LS-10,000 N-5,000
WRFC	Athens, Ga.	960	LS-1,000 N-500
WRFD	Worthington, O.	880	D-5,000
WRFS	Alexander City, Ala.	1050	D-1,000
WRFW	Eau-Claire, Wis.	1050	D-1,000
WRGA	Rome, Ga.	1470	5,000
†WRGD	Cincinnati, O.	1480	D-1,000
WRHC	Jacksonville, Fla.	1400	250
WRHI	Rock Hill, S.C.	1340	250
†WRHT	Griffin, Ga.	1320	D-1,000
WRIB	Providence, R.I.	1220	D-1,000
WRIC	Richlands, Va.	1050	D-1,000
WRIO	Rio Piedras, P.R.	1320	1,000
WRJM	Newport, R.I.	1540	D-1,000
WRJN	Racine, Wis.	1400	250
WRJW	Picayune, Miss.	1320	D-5,000
WRKD	Rockland, Me.	1450	250
WRLD	Lanett, Ala.	1490	250
†WRMA	Montgomery, Ala.	950	D-500
WRMN	Elgin, Ill.	1410	D-500
WRNL	Richmond, Va.	910	5,000
WRNO	Orangeburg, S.C.	1450	250
WRNY	Rochester, N.Y.	680	D-250
WROB	West Point, Miss.	1450	250
WROD	Daytona Beach, Fla.	1340	250
WROK	Rockford, Ill.	1440	LS-1,000 N-500
WROL	Knoxville, Tenn.	620	5,000
WROM	Rome, Ga.	710	D-1,000
WRON	Ronceverte, W.Va.	1400	250
WROS	Scottsboro, Ala.	1330	D-1,000
WROV	Roanoke, Va.	1240	250
WROW	Albany, N.Y.	590	LS-5,000 N-1,000
WROX	Clarksdale, Miss.	1450	250
WROY	Carmi, Ill.	1460	D-1,000
WRR	Dallas, Tex.	1310	5,000
WRRF	Washington, N.C.	930	LS-5,000 N-1,000
WRRZ	Clinton, N.C.	880	D-1,000
†WRSW	Warsaw, Ind.	1480	500
WRTA	Altoona, Pa.	1240	250
WRUF	Gainesville, Fla.	850	5,000
WRUN	Utica, N.Y.	1150	LS-5,000 N-1,000
WRVA	Richmond, Va.	1140	50,000
WRXO	Roxboro, N.C.	1430	D-1,000
WSAI	Cincinnati, O.	1360	5,000
WSAJ	Grove City, Pa.	1340	SH-100
WSAL	Logansport, Ind.	1230	250
WSAM	Saginaw, Mich.	1400	250
WSAN	Allentown, Pa.	1470	5,000
WSAP	Portsmouth, Va.	1350	5,000
WSAR	Fall River, Mass.	1480	5,000
WSAT	Salisbury, N.C.	1280	1,000
WSAU	Wausau, Wis.	1400	250
WSAV	Savannah, Ga.	630	5,000
WSAY	Rochester, N.Y.	1370	1,000 *5,000
WSAZ	Huntington, W.Va.	930	LS-5,000 N-1,000
WSB	Atlanta, Ga.	750	50,000
WSBA	York, Pa.	910	1,000
WSBB	New Smyrna Beach, Fla.	1230	100
WSBC	Chicago, Ill.	1240	250
WSBT	South Bend, Ind.	960	5,000
WSCR	Scranton, Pa.	1320	LS-1,000 N-500
WSDC	Marine City, Mich.	1590	D-1,000
WSDR	Sterling, Ill.	1240	100
WSFA	Montgomery, Ala.	1400	LS-5,000 N-1,000
WSFC	Somerset, Ky.	1240	250
WSFT	Thomaston, Ga.	1220	D-250
WSGC	Elberton, Ga.	1400	250
WSGN	Birmingham, Ala.	610	LS-5,000 N-1,000
WSGW	Saginaw, Mich.	790	1,000
WSHB	Stillwater, Minn.	1220	D-250
WSIC	Statesville, N.C.	1400	250
WSID	Essex, Md.	1010	D-1,000
WSIP	Paintsville, Ky.	1490	250
WSIR	Winter Haven, Fla.	1490	250
WSIV	Pekin, Ill.	1140	D-1,000
WSIX	Nashville, Tenn.	980	5,000
WSJS	Winston-Salem, N.C.	600	5,000
WSKB	McComb, Miss.	1250	LS-5,000 N-500
WSKI	Montpelier, Vt.	1240	250
WSKY	Asheville, N.C.	1230	250
WSLB	Ogdensburg, N.Y.	1400	250
WSLI	Jackson, Miss.	930	5,000
†WSLM	Salem, Ind.	1220	D-250
WSLS	Roanoke, Va.	610	1,000
WSM	Nashville, Tenn.	650	50,000
WSMB	New Orleans, La.	1350	5,000
WSMI	Litchfield, Ill.	1540	D-1,000
WSNJ	Bridgeton, N.J.	1240	250
WSNW	Seneca, S. C.	1150	D-1,000
WSNY	Schenectady, N.Y.	1240	250
WSOC	Charlotte, N.C.	1240	250
WSOK	Nashville, Tenn.	1470	D-1,000
WSON	Henderson, Ky.	860	D-500
WSOO	Sault St. Marie, Mich.	1230	LS-250 N-100
WSOY	Decatur, Ill.	1340	250
WSPA	Spartanburg, S.C.	950	5,000
WSPB	Sarasota, Fla.	1450	250
WSPC	Anniston, Ala.	1390	LS-5,000 N-1,000
WSPD	Toledo, Ohio	1370	5,000
†WSPN	Sarotoga Springs, N.Y.	900	D-250
WSPR	Springfield, Mass.	1270	1,000
WSPT	Stevens Point, Wis.	1010	D-250
WSRS	Cleveland Hgts., O.	1490	250
WSSB	Durham, N.C.	1490	250
†WSSC	Sumter, S.C.	1240	100
WSSO	Starkville, Miss.	1230	250
WSSV	Petersburg, Va.	1240	250
WSTA	Charlotte Amalie, St. Thomas, V.I.	1340	250
WSTC	Stamford, Conn.	1400	250
†WSTK	Woodstock, Va.	1230	250
WSTP	Salisbury, N.C.	1490	250
WSTR	Sturgis, Mich.	1460	D-500
WSTV	Steubenville, Ohio	1340	250
WSUI	Iowa City, Iowa	910	5,000
WSUN	St. Petersburg, Fla.	620	5,000
WSVA	Harrisonburg, Va.	550	1,000
WSVS	Crewe, Va.	800	D-1,000
WSWN	Belle Glade, Fla.	900	D-1,000
WSYB	Rutland, Vt.	1380	1,000
WSYD	Mt. Airy, N.C.	1240	250
WSYR	Syracuse, N.Y.	570	5,000
WTAC	Flint, Mich.	600	LS-1,000 N-500
WTAD	Quincy, Ill.	930	LS-5,000 N-1,000
WTAG	Worcester, Mass.	580	5,000
WTAL	Tallahassee, Fla.	1270	5,000
WTAM	Cleveland, Ohio	1100	50,000
WTAN	Clearwater, Fla.	1340	250
WTAO	Cambridge, Mass.	740	D-250
WTAQ	La Grange, Ill.	1300	D-500
WTAR	Norfolk, Va.	790	5,000
WTAW	College Station, Tex.	1150	D-1,000
WTAX	Springfield, Ill.	1240	250
WTBC	Tuscaloosa, Ala.	1230	250
WTBF	Troy, Ala.	1490	250
WTBO	Cumberland, Md.	1450	250
WTCH	Shawano, Wis.	960	1,000
WTCJ	Tell City, Ind.	1230	250
WTCM	Traverse City, Mich.	1400	250
WTCN	Minneapolis, Minn.	1280	LS-5,000 N-1,000
WTCO	Campbellsville, Ky.	1150	D-1,000
†WTCW	Whitesburg, Ky.	920	D-1,000
WTEL	Philadelphia, Pa.	860	D-250
WTHI	Terre Haute, Ind.	1480	1,000
WTHT	Hartford, Conn.	1230	250
WTIC	Hartford, Conn.	1080	50,000
WTIK	Durham, N.C.	1310	LS-1,000 N-500
WTIL	Mayaguez, P.R.	1300	1,000
WTIM	Taylorville, Ill.	1410	D-1,000
WTIP	Charleston, W.Va.	1240	250
WTIX	New Orleans, La.	1450	250
WTJH	East Point, Ga.	1260	D-5,000
WTJS	Jackson, Tenn.	1390	1,000
WTKM	Hartford, Wis.	1540	D-500
WTMA	Charleston, S.C.	1250	LS-5,000 N-1,000
WTMC	Ocala, Fla.	1290	1,000
WTMJ	Milwaukee, Wis.	620	5,000
WTMV	E. St. Louis, Ill.	1490	250
WTNC	Thomasville, N.C.	790	D-1,000
WTND	Orangeburg, S.C.	920	D-1,000
WTNJ	Trenton, N.J.	1300	D-250
WTNS	Coshocton, Ohio	1560	D-1,000
WTNT	Tallahassee, Fla.	1450	250
WTOB	Winston-Salem, N.C.	1380	1,000
WTOC	Savannah, Ga.	1290	5,000
WTOD	Toledo, Ohio	1560	D-1,000
WTOK	Meridian, Miss.	1450	250
WTOL	Toledo, Ohio	1230	250
WTON	Staunton, Va.	1400	250
WTOP	Washington, D.C.	1500	50,000
WTOR	Torrington, Conn.	1490	250
WTPR	Paris, Tenn.	710	D-250
WTPS	New Orleans, La.	940	LS-1,000 N-500
WTRC	Elkhart, Ind.	1340	250
WTRF	Bellaire, O.	1290	D-1,000
WTRL	Bradenton, Fla.	1490	250
†WTRP	La Grange, Ga.	620	D-500
WTRR	Sanford, Fla.	1400	250
WTRW	Two Rivers, Wis.	1590	D-500
WTRY	Troy, N.Y.	980	5,000
WTSA	Brattleboro, Vt.	1450	250
WTSB	Lumberton, N.C.	1340	250
WTSL	Hanover, N.H.	1400	250
WTSP	St. Petersburg, Fla.	1380	5,000
WTSV	Claremont, N.H.	1230	250
WTTH	Port Huron, Mich.	1380	1,000
WTTM	Trenton, N.J.	920	1,000
WTTN	Watertown, Wis.	1580	D-250
WTTS	Bloomington, Ind.	1370	LS-5,000 N-500
WTTT	Coral Gables, Fla.	1490	250
WTUS	Tuskegee, Ala.	580	D-500
WTUX	Wilmington, Del.	1290	D-500
WTVB	Coldwater, Mich.	1590	LS-5,000 N-500
WTVH	Peoria, Ill.	1590	1,000
WTVL	Waterville, Me.	1490	250
WTWA	Thomson, Ga.	1240	250
WTWN	St. Johnsbury, Vt.	1340	250
WTXL	W. Springfield, Mass.	1490	250
WTYC	Rock Hill, S.C.	1150	D-1,000
WTYS	Marianna, Fla.	1340	250
WULA	Eufaula, Ala.	1240	250
WUSJ	Lockport, N.Y.	1340	250
WUSN	Charleston, S.C.	1450	250
WUST	Bethesda, Md.	1120	D-250
WVAM	Altoona, Pa.	1430	1,000
WVCG	Coral Gables, Fla.	1070	D-1,000
WVCH	Chester, Pa.	740	D-250
WVEC	Hampton, Va.	1490	250
WVET	Rochester, N.Y.	1280	5,000
WVIM	Vicksburg, Miss.	1490	250
WVJP	Caguas, P.R.	1110	250
WVJS	Owensboro, Ky.	1420	1,000
WVKO	Columbus, O.	1580	D-1,000
WVLK	Lexington, Ky.	590	1,000
WVLN	Olney, Ill.	740	D-250
WVMC	Mt. Carmel, Ill.	1360	D-500
WVMI	Biloxi, Miss.	570	D-1,000
WVNJ	Newark, N.J.	620	5,000
WVOK	Birmingham, Ala.	690	D-50,000
WVOM	Brookline, Mass.	1600	5,000
WVOP	Vidalia, Ga.	970	D-1,000
WVOS	Liberty, N.Y.	1240	250
WVOT	Wilson, N.C.	1420	LS-1,000 N-500
WVOW	Logan, W.Va.	1290	LS-5,000 N-1,000
WVPO	Stroudsburg, Pa.	840	D-250
WVSC	Somerset, Pa.	990	D-250
WVVW	Fairmont, W.Va.	1490	250
WWBZ	Vineland, N.J.	1360	1,000
WWCA	Gary, Ind.	1270	1,000
WWCO	Waterbury, Conn.	1240	250
WWDC	Washington, D.C.	1260	5,000
WWEZ	New Orleans, La.	690	5,000
WWGP	Sanford, N.C.	1050	D-1,000
WWGS	Tifton, Ga.	1340	250
WWHG	Hornell, N.Y.	1320	D-1,000
WWIN	Baltimore, Md.	1400	250
WWJ	Detroit, Mich.	950	5,000
WWL	New Orleans, La.	870	50,000
WWNC	Asheville, N.C.	570	5,000
WWNH	Rochester, N.H.	930	D-1,000
WWNR	Beckley, W.Va.	620	LS-1,000 N-500
WWNS	Statesboro, Ga.	1490	250
WWNY	Watertown, N.Y.	790	1,000
WWOC	Manitowoc, Wis.	980	D-1,000
WWOD	Lynchburg, Va.	1390	*LS-5,000 *N-1,000
WWOL	Buffalo, N.Y.	1120	D-1,000
WWON	Woonsocket, R.I.	1240	250
WWPA	Williamsport, Pa.	1340	250
WWPB	Miami, Fla.	1450	250
WWPF	Palatka, Fla.	800	D-250
WWPG	Palm Beach, Fla.	1340	250
WWRL	New York, N.Y.	1600	5,000
WWSC	Glens Falls, N.Y.	1450	250
WWSO	Springfield, O.	1210	D-250
WWSR	St. Albans, Vt.	1420	D-1,000
WWST	Wooster, Ohio	960	D-1,000
WWSW	Pittsburgh, Pa.	970	5,000
WWVA	Wheeling, W.Va.	1170	50,000
WWWB	Jasper, Ala.	1240	250
WWWF	Fayette, Ala.	990	D-1,000
WWWR	Russellville, Ala.	920	D-1,000
WWWW	Rio Piedras, P.R.	1520	250
WWYO	Pineville, W.Va.	970	D-1,000
WXAL	Demopolis, Ala.	1400	250
WXGI	Richmond, Va.	950	D-1,000
WXKW	Albany, N.Y.	850	10,000
WXLW	Indianapolis, Ind.	1590	D-1,000
†WXOK	Baton Rouge, La.	1260	D-1,000
WXRA	Kenmore, N.Y.	1080	D-1,000
WXRF	Guayama, P.R.	1590	1,000
WXYZ	Detroit, Mich.	1270	5,000
WYVE	Wytheville, Va.	1280	D-1,000
WZIP	Covington, Ky.	1050	D-250
WZOB	Fort Payne, Ala.	1250	D-1,000

XUM

DIRECTORY OF CANADIAN STATIONS BY CALL LETTERS

CBA	Sackville, N. B.
CBE	Windsor, Ont.
CBF	Montreal, Que.
CBG	Gander, Nfld.
CBH	Halifax, N. S.
CBI	Sydney, N. S.
CBJ	Chicoutimi, Que.
CBK	Watrous, Sask.
CBL	Toronto, Ont.
CBM	Montreal, Que.
CBN	St. John's, Nfld.
CBO	Ottawa, Ont.
CBU	Vancouver, B. C.
CBT	Grand Falls, Nfld
CBV	Quebec, Que.
CBW	Winnipeg, Man.
CBX	Edmonton, Alta.
CBY	Corner Brook, Nfld.
CFAB	Windsor, N. S.
CFAC	Calgary, Alta.
CFAR	Flin Flon, Man.
CFBC	St. John, N. B.
CFBM	Brochet, Man.
CFCF	Montreal, Que.
CFCH	North Bay, Ont.
CFCL	Timmins, Ont.
CFCN	Calgary, Alta.
CFCO	Chatham, Ont.
CFCY	Charlottetown, P.E.I.
CFDA	Victoriaville, Que.
CFGP	Grande Prairie, Alta.
CFJC	Kamloops, B. C.
CFJR	Brockville, Ont.
CFNB	Fredericton, N. B.
CFOR	Orillia, Ont.
CFOS	Owen Sound, Ont.
CFPA	Port Arthur, Ont.
CFPR	Prince Rupert, B.C.
CFPL	London, Ont.
CFQC	Saskatoon, Sask.
CFRA	Ottawa, Ont.
CFRB	Toronto, Ont.
CFRC	Kingston, Ont.
CFRG	Gravelbourg, Sask.
CFRN	Edmonton, Alta.
CFYK	Yellowknife, NWT.
CFYT	Dawson, Y. T.
CHAB	Moose Jaw, Sask.
CHAD	Amos, Que.
CHAT	Medicine Hat, Alta.
CHBD	Saskatoon, Sask.
CHEF	Granby, Que.
CHEX	Peterborough, Ont.
CHFA	Edmonton, Alta.
CHGB	St. Anne de la Pocatiere, Que.
CHLN	Three Rivers, Que.
CHLO	St. Thomas, Ont.
CHLP	Montreal, Que.
CHLT	Sherbrooke, Que.
CHML	Hamilton, Ont.
CHNC	New Carlisle, Que.
CHNO	Sudbury, Ont.
CHNS	Halifax, N. S.
CHOK	Sarnia, Ont.
CHOV	Pembroke, Ont.
CHRC	Quebec, Que.
CHRL	Roberval, Que.
CHSJ	St. John, N. B.
CHUB	Nanaimo, B. C.
CHUM	Toronto, Ont.
CHVC	Niagara Falls, Ont
CHWK	Chilliwack, B. C.
CJAD	Montreal, Que.
CJAT	Trail, B. C.
CJAV	Port Alberno, B. C.
CJBC	Toronto, Ont.
CJBQ	Belleville, Ont.
CJBR	Rimouski, Que.
CJCA	Edmonton, Alta.
CJCB	Sydney, N. S.
CJCH	Halifax, N. S.
CJCS	Stratford, Ont.
CJDC	Dawson Creek, B.C.
CJEM	Edmundston, N. B.
CJFP	Riviere du Loup, Que.
CJFX	Antigonish, N. S.
CJGX	Yorkton, Sask.
CJIB	Vernon, B. C.
CJIC	Sault Ste. Marie, Ont.
CJKL	Kirkland Lake, Ont.
CJLS	Yarmouth, N. S.
CJNB	North Battleford, Sask.
CJNT	Quebec, Que.
CJOB	Winnipeg, Man.
CJOC	Lethbridge, Alta.
CJON	St. John's, Nfld.
CJOR	Vancouver, B. C.
CJOY	Guelph, Ont.
CJRL	Kenora, Ont.
CJRW	Summerside, P.E.I.
CJSO	Sorel, Que.
CJVI	Victoria, B. C.
CKAC	Montreal, Que.
CKBB	Barrie, Ont.
CKBI	Prince Albert, Sask.
CKBL	Matane, Que.
CKBW	Bridgewater, N. S.
CKCH	Hull, Que.
CKCK	Regina, Sask.
CKCL	Truro, N. S.
CKCR	Kitchener, Ont.
CKCV	Quebec, Que.
CKCW	Moncton, N. B.
CKDA	Victoria, B. C.
CKDM	Dauphin, Man.
CKEN	Kentville, N. S.
CKEY	Toronto, Ont.
CKFH	Toronto, Ont.
CKFI	Fort Francis, Ont.
CKGB	Timmins, Ont.
CKLB	Oshawa, Ont.
CKLD	Thetford Mines, Ont.
CKLN	Nelson, B. C.
CKLS	La Sarre, Que.
CKLW	Windsor, Ont.
CKMO	Vancouver, B. C.
CKMR	Newcastle, N. B.
CKNB	Campbellton, N.B.
CKNW	New Westminster, B. C.
CKNX	Wingham, Ont.
CKOC	Hamilton, Ont.
CKOK	Penticton, B. C.
CKOM	Saskatoon, Sask.
CKOV	Kelowna, B. C.
CKOX	Woodstock, Ont.
CKOY	Ottawa, Ont.
CKPC	Brantford, Ont.
CKPG	Prince George, B.C.
CKPR	Fort William, Ont.
CKRC	Winnipeg, Man.
CKRD	Red Deer, Alta.
CKRM	Regina, Sask.
CKRN	Rouyn, Que.
CKRS	Jonquiere, Que.
CKSB	St. Boniface, Man.
CKSF	Cornwall, Ont.
CKSO	Sudbury, Ont.
CKTB	St. Catherines, Ont.
CKTS	Sherbrooke, Que.
CKUA	Edmonton, Alta.
CKVD	Val d'Or, Que.
CKVL	Verdun, Que.
CKVM	Ville Marie, Que.
CKWS	Kingston, Ont.
CKWX	Vancouver, B. C.
CKX	Brandon, Man.
CKXL	Calgary, Alta.
CKY	Winnipeg, Man.
VOAR	St. John's, Nfld.
VOCM	St. John's, Nfld.
VOWR	St. John's, Nfld.

DIRECTORY OF FM STATIONS BY CALL LETTERS

†Construction Permit

Call Letters	Location	Frequency Mcs.	Channel No.
KAKC-FM	Tulsa, Okla.	95.5	238
KALB-FM	Alexandria, La.	96.9	245
KALE-FM	Pasco, Wash.	103.9	280
KARM-FM	Fresno, Calif.	101.9	270
KAYL-FM	Storm Lake, Iowa	101.5	268
KBEE	Modesto, Calif.	103.3	277
KBOA-FM	Kennett, Mo.	98.9	255
KBTM-FM	Jonesboro, Ark.	101.9	270
KCBS-FM	San Francisco, Calif.	103.7	279
KCHR	Charleston, Mo.	101.7	269
KCLE-FM	Cleburne, Tex.	94.3	232
KCMC-FM	Texarkana, Tex.	98.1	251
KCMO-FM	Kansas City, Mo.	94.9	235
KCRA-FM	Sacramento, Calif.	96.1	241
KCRK	Cedar Rapids, Iowa	96.9	245
KDFC	San Francisco, Calif.	102.1	271
KDKA-FM	Pittsburgh, Pa.	92.9	225
KDNT-FM	Denton, Tex.	106.3	292
KDRO-FM	Sedalia, Mo.	99.7	259
KDTH-FM	Dubuque, Iowa	100.5	263
KDYL-FM	Salt Lake City, Utah	98.7	254
KECA-FM	Los Angeles, Calif.	95.5	238
KEDO	Ontario, Calif.	93.5	228
KENO-FM	Las Vegas, Nev.	103.9	280
KERN-FM	Bakersfield, Calif.	94.1	231
KEX-FM	Portland, Ore.	92.3	222
KFAC-FM	Los Angeles, Calif.	104.3	282
KFAM-FM	St. Cloud, Minn.	104.7	284
KFBK-FM	Sacramento, Calif.	96.9	245
KFEL-FM	Denver, Col.	97.3	247
KFGQ-FM	Boone, Iowa	99.3	257
KFH-FM	Wichita, Kan.	100.3	262
KFMY	Fort Dodge, Iowa	102.7	274
KFOX-FM	Long Beach, Calif.	102.3	272
KFPW-FM	Fort Smith, Ark.	94.9	235
KFSA-FM	Fort Smith, Ark.	107.1	296
KFSD-FM	San Diego, Calif.	94.1	231
KFUO-FM	Clayton, Mo.	99.1	256
KFWB-FM	Hollywood, Calif.	94.7	234
KGDM-FM	Stockton, Calif.	92.9	225
KGLO-FM	Mason City, Iowa	101.1	266
KGO-FM	San Francisco, Calif.	106.1	291
KGPO	Grants Pass, Ore.	96.9	245
KGW-FM	Portland, Ore.	100.3	262
KHJ-FM	Los Angeles, Calif.	101.1	266
†KHTL	Honolulu, T. H.	92.3	222
KING-FM	Seattle, Wash.	98.1	251
KIRO-FM	Seattle, Wash.	100.7	264
KISS	San Antonio, Tex.	99.5	258
KISW	Seattle, Wash.	99.9	260
KITE-FM	San Antonio, Tex.	97.3	247
KIXL-FM	Dallas, Tex.	104.5	283
KLCN-FM	Blytheville, Ark.	96.1	241
KLTI-FM	Longview, Tex.	105.9	290
KLUF-FM	Galveston, Tex.	98.7	254
KLX-FM	Oakland, Calif.	101.3	267
KLZ-FM	Denver, Col.	94.1	231
KMAR	Bakersfield, Calif.	92.5	223
KMGM	Los Angeles, Calif.	98.7	254
KMJ-FM	Fresno, Calif.	97.9	250
KMLB-FM	Monroe, La.	104.1	281
KMUS-FM	Muskogee, Okla.	101.5	268
KMYC-FM	Marysville, Calif.	99.9	260
KNBC-FM	San Francisco, Calif.	99.7	259
KNOB	Long Beach, Calif.	103.1	276
KNX-FM	Los Angeles, Calif.	93.1	226
KOA-FM	Denver, Colo.	95.7	239
KOIN-FM	Portland, Ore.	101.1	266
KOKX-FM	Keokuk, Iowa	102.7	274
KOMO-FM	Seattle, Wash.	98.9	255
KONO-FM	San Antonio, Tex.	92.9	225
KOZY	Rapid City, S.D.	94.7	234
KPFA	Berkeley, Calif.	94.1	231
KPFM	Portland, Ore.	97.1	246
KPOC-FM	Pocahontas, Ark.	97.7	249
KPOJ-FM	Portland, Ore.	98.7	254
KPOR	Riverside, Calif.	97.5	248
KPRC-FM	Houston, Tex.	102.9	275
KRBA-FM	Lufkin, Tex.	95.5	238
KRE-FM	Berkeley, Calif.	102.9	275
KRED	Eureka, Calif.	96.3	242
KREL-FM	Baytown, Tex.	92.1	221
KRFM	Fresno, Calif.	93.7	229
KRIC-FM	Beaumont, Tex.	99.5	258
KRKD-FM	Los Angeles, Calif.	96.3	242
KRLD-FM	Dallas, Tex.	92.5	223
KRMD-FM	Shreveport, La.	101.1	266
KRNT-FM	Des Moines, Iowa	104.5	283
KRON-FM	San Francisco, Calif.	96.5	243
KROS-FM	Clinton, Iowa	96.1	241
KRXK-FM	Rexburg, Ore.	93.7	229
KSBR	San Bruno, Calif.	100.5	263
KSCJ-FM	Sioux City, Iowa	94.9	235
KSEI-FM	Pocatello, Idaho	96.5	243
KSJO-FM	San Jose, Calif.	95.3	237
KSL-FM	Salt Lake City, Utah	100.3	262
KSO-FM	Des Moines, Ia.	97.3	247
KSPI-FM	Stillwater, Okla.	93.9	230
†KSRT	Beverly Hills, Calif.	93.9	230
KSWI-FM	Council Bluffs, Ia.	96.1	241
KTBS-FM	Shreveport, La.	96.5	243
KTEM-FM	Temple, Tex.	107.5	298
KTFI-FM	Twin Falls, Idaho	99.7	259
KTIS-FM	Minneapolis, Minn.	98.5	253
KTNT	Tacoma, Wash.	97.3	247
KTRB-FM	Modesto, Calif.	104.1	281
KTRH-FM	Houston, Tex.	101.1	266
KTSA-FM	San Antonio, Tex.	101.5	268
KTTS-FM	Springfield, Mo.	94.7	234
KTUL-FM	Tulsa, Okla.	97.1	246
KTYL-FM	Mesa, Ariz.	104.7	284
KUGN-FM	Eugene, Ore.	99.1	256
KUOA-FM	Siloam Springs, Ark.	105.7	289
KUTE	Glendale, Calif.	101.9	270
†KUTV	Salt Lake City, Utah	97.1	246
KVCI	Chico, Calif.	101.1	266
KVME	Merced, Calif.	97.5	248
KVOE-FM	Santa Ana, Calif.	96.7	244
KVOL-FM	Lafayette, La.	96.1	241
KVRE	Redding, Calif.	103.9	280
KWBW-FM	Hutchinson, Kan.	93.1	226
KWFT-FM	Wichita Falls, Tex.	99.9	260
KWIL-FM	Albany, Ore.	101.7	269
KWKH-FM	Shreveport, La.	94.5	233
KWKW-FM	Pasadena, Calif.	98.3	252
KWNO-FM	Winona, Minn.	97.5	248
KWOC-FM	Poplar Bluff, Mo.	94.5	283
KWOS	Jefferson City, Mo.	98.5	253
KWPC-FM	Muscatine, Iowa	99.7	259
KWPM-FM	West Plains, Mo.	97.3	247
KXEL-FM	Waterloo, Iowa	105.7	289
KXKX	San Francisco, Calif.	97.3	247
KXOA-FM	Sacramento, Calif.	107.9	300
KXOK-FM	St. Louis, Mo.	93.7	229
KXYZ-FM	Houston, Tex.	96.5	243
KYSM-FM	Mankato, Minn.	103.5	278
KYW-FM	Philadelphia, Pa.	92.5	223
WAAF-FM	Chicago, Ill.	93.9	230
WAAT-FM	Newark, N.J.	94.7	234
WABB-FM	Mobile, Ala.	102.1	271
WABF	New York, N.Y.	99.5	258
WADE-FM	Wadesboro, N.C.	95.9	240
WAFB-FM	Baton Rouge, La.	104.3	282
WAFM	Birmingham, Ala.	99.5	258
WAGA-FM	Atlanta, Ga.	103.3	277
WAIR-FM	Winston-Salem, N.C.	93.1	226
WAJR-FM	Morgantown, W.Va.	99.3	257
WAKR-FM	Akron, O.	97.5	248
WALD-FM	Walterboro, S.C.	106.3	292
WALK-FM	Patchogue, N.Y.	97.5	248
WAPF-FM	McComb, Miss.	100.1	261
WARD-FM	Johnstown, Pa.	92.1	221
WARL-FM	Arlington, Va.	105.1	286
WASH	Washington, D.C.	97.1	246
WATG-FM	Ashland, O.	101.3	267
WATL-FM	Atlanta, Ga	97.5	248
WAUG-FM	Augusta, Ga.	105.7	289
WAVU-FM	Albertville, Ala.	105.1	286
WAYS-FM	Charlotte, N.C.	107.7	299
WAZL-FM	Hazleton, Pa.	97.9	250
WBAP-FM	Ft. Worth, Tex.	100.5	263
WBBB-FM	Burlington, N.C.	101.1	266
WBBM-FM	Chicago, Ill.	97.1	246
WBBO-FM	Forest City, N.C.	93.3	227
WBCA	Schenectady, N.Y.	101.1	266
WBCM-FM	Bay City, Mich.	96.1	241
WBEC-FM	Pittsfield, Mass.	94.3	232
WBEN-FM	Buffalo, N.Y.	106.5	293
WBET-FM	Brockton, Mass.	97.7	249
WBGE-FM	Atlanta, Ga.	95.5	238
WBIB	New Haven, Conn.	100.7	264
WBIK	Chicago, Ill.	96.3	242
WBIR-FM	Knoxville, Tenn.	93.3	227
WBML-FM	Macon, Ga.	100.7	264
WBNY-FM	Buffalo, N.Y.	92.9	225
WBOW-FM	Terre Haute, Ind.	101.1	266
WBRE-FM	Wilkes-Barre, Pa.	98.5	253
WBRI	Detroit, Mich.	97.9	250
WBRL	Baton Rouge, La.	98.1	251
WBSM-FM	New Bedford, Mass.	97.3	247
WBT-FM	Charlotte, N.C.	99.9	260
WBTM-FM	Danville, Va.	97.9	250
WBUT-FM	Butler, Pa.	103.9	280
WBUY-FM	Lexington, N.C.	94.3	232
WBUZ	Bradbury Heights, Md.	96.7	244
WBYS-FM	Canton, Ill.	100.9	265
WBZ-FM	Boston, Mass.	92.9	225
WBZA-FM	Springfield, Mass.	97.1	246
WCAC	Anderson, S.C.	101.1	266
WCAE-FM	Pittsburgh, Pa.	96.1	241
WCAL-FM	Northfield, Minn.	95.7	239
WCAO-FM	Baltimore, Md.	102.7	274
WCAR-FM	Pontiac, Mich.	99.5	258
WCAU-FM	Philadelphia, Pa.	98.1	251
WCBS-FM	New York, N.Y.	101.1	266
WCED-FM	Dubois, Pa.	102.1	271
WCFM	Washington, D.C.	99.5	258
WCHA-FM	Chambersburg, Pa.	95.9	240
WCHI	Chicago Heights, Ill.	95.9	240
WCLI-FM	Corning, N.Y.	106.1	291
WCLO-FM	Janesville, Wis.	99.9	260
WCLT-FM	Newark, O.	100.3	262
WCMI-FM	Ashland, Ky.	93.7	229
WCNB-FM	Connersville, Ind.	100.3	262

XUM

Call Letters	Location	Frequency Mcs.	Channel No.
WCNT-FM	Centralia, Ill.	96.5	243
WCOD	Richmond, Va.	98.1	251
WCOH-FM	Newnan, Ga.	96.7	244
WCOL-FM	Columbus, O.	92.3	222
WCOP-FM	Boston, Mass.	100.7	264
WCOS-FM	Columbia, S.C.	97.9	250
WCOU-FM	Lewiston, Me.	93.9	230
WCOV-FM	Montgomery, Ala.	94.5	233
WCPO-FM	Cincinnati, O.	105.1	286
WCPS	Tarboro, N.C.	104.3	282
WCRS-FM	Greenwood, S.C.	95.7	239
WCSC-FM	Charleston, S.C.	96.9	245
WCSI-FM	Columbus, Ind.	93.7	229
WCTA-FM	Andalusia, Ala.	98.1	251
WCTC-FM	New Brunswick, N.J.	98.3	252
WCTW	New Castle, Ind.	102.5	273
WCUM-FM	Cumberland, Md.	102.9	275
WCVS-FM	Springfield, Ill.	102.9	275
WDAE-FM	Tampa, Fla.	100.7	264
WDBJ-FM	Roanoke, Va.	94.9	235
WDBO-FM	Orlando, Fla.	92.3	222
WDBQ-FM	Dubuque, Iowa	103.3	277
WDEL-FM	Wilmington, Del.	93.7	229
WDET-FM	Detroit, Mich.	101.9	270
WDLB-FM	Marshfield, Wis.	103.9	280
WDLP-FM	Panama City, Fla.	98.9	255
WDNC-FM	Durham, N.C.	105.1	286
WDOD-FM	Chattanooga, Tenn.	96.5	243
WDRC-FM	Hartford, Conn.	93.7	229
WDSC-FM	Dillon, S.C.	92.9	225
WDSU-FM	New Orleans, La.	105.3	287
WDUN-FM	Gainesville, Ga.	103.9	280
WDWD-FM	Dawson, Ga.	101.1	266
WDWS-FM	Champaign, Ill.	97.5	248
WDXY	Spartanburg, S.C.	100.5	263
WEAU-FM	Eau Claire, Wis.	94.1	231
WEAW	Evanston, Ill.	105.1	286
†WEBC-FM	Duluth, Minn.	92.3	222
WEBQ-FM	Harrisburg, Ill.	99.9	260
WEED-FM	Rocky Mount, N.C.	92.1	221
WEEI-FM	Boston, Mass.	103.3	277
WEEU-FM	Reading, Pa.	92.9	225
WEEX	Easton, Pa.	98.3	252
WEFM	Chicago, Ill.	99.5	258
WEHS	Chicago, Ill.	97.9	250
WELD	Columbus, O.	97.1	246
WEMP-FM	Milwaukee, Wis.	93.3	227
WENR-FM	Chicago, Ill.	94.7	234
WEOL-FM	Elyria, O.	107.3	297
WEPM-FM	Martinsburg, W.Va.	94.3	232
WEQR	Goldsboro, N.C.	93.3	227
WERC-FM	Erie, Pa.	99.9	260
WERE-FM	Cleveland, O.	98.5	253
WESC-FM	Greenville, S.C.	92.5	223
WESN	Salisbury, Md.	97.5	248
WEST-FM	Easton, Pa.	107.9	300
WEVA-FM	Emporia, Va.	100.1	261
WEVD-FM	New York, N.Y.	107.5	298
WEWO-FM	Laurinburg, S.C.	96.5	243
WEXI	St. Charles, Ill.	106.3	292
WFAH	Alliance, O.	101.7	269
WFAM	Lafayette, Ind.	95.1	236
WFAN	Washington, D.C.	100.3	262
WFAS-FM	White Plains, N.Y.	103.9	280
WFBC-FM	Greenville, S.C.	93.7	229
WFHR-FM	Wisconsin Rapids, Wis.	103.3	277
WFIL-FM	Philadelphia, Pa.	102.1	271
WFIN-FM	Findlay, O.	100.5	263
WFIU	Bloomington, Ind.	103.7	279
WFJL	Chicago, Ill.	93.1	226
WFJS	Freeport, Ill.	102.5	273
WFLN	Philadelphia, Pa.	95.7	239
WFLY	Troy, N.Y.	92.3	222
WFMA	Rocky Mount, N.C.	100.7	264
WFMB	Mayodan, N.C.	93.5	228
WFMD-FM	Frederick, Md.	99.9	260
WFMF	Chicago, Ill.	100.3	262
WFMH-FM	Cullman, Ala.	100.9	265
WFMJ-FM	Youngstown, O.	105.1	286
WFML	Washington, Ind.	106.5	293
WFMN	Alpine, N.J.	93.1	226
WFMR	New Bedford, Mass.	98.1	251
WFMT	Oak Park, Ill.	105.9	290
WFMW-FM	Madisonville, Ky.	93.9	230
WFMY	Greensboro, N.C.	97.3	247
WFMZ	Allentown, Pa.	100.7	264
WFNC-FM	Fayetteville, N.C.	98.1	251
WFNF	Wethersfield, N.Y.	107.7	299
WFNS-FM	Burlington, N.C.	93.9	230
WFOB-FM	Fostoria, O.	96.7	244
WFRO-FM	Fremont, O.	99.3	257
WFRS	Grand Rapids, Mich.	92.5	223
WFUM	Flint, Mich.	107.1	296
WGAL-FM	Lancaster, Pa.	101.3	267
WGAR-FM	Cleveland, O.	99.5	258
WGAU-FM	Athens, Ga.	99.5	258
WGBA-FM	Columbus, Ga.	95.1	236
WGBI-FM	Scranton, Pa.	101.3	267
WGBS-FM	Miami, Fla.	96.3	242
WGCM-FM	Gulfport, Miss.	101.5	268
WGFM	Schenectady, N.Y.	99.5	258
WGH-FM	Newport News, Va.	96.5	243
WGHF	New York, N.Y.	101.9	270
WGKV-FM	Charleston, W.Va.	98.5	253
WGMS-FM	Washington, D.C.	103.5	278
WGNB	Chicago, Ill.	98.7	254
WGNC-FM	Gastonia, N.C.	101.9	270
WGNR-FM	New Rochelle, N.Y.	93.5	228
WGOV-FM	Valdosta, Ga.	92.5	223
WGPA-FM	Bethlehem, Pa.	95.1	236
WGST-FM	Atlanta, Ga.	94.1	231
WGTR	Paxton, Mass.	99.1	256
WGUY-FM	Bangor, Me.	93.1	226
WGWR-FM	Asheboro, N.C.	92.3	222
WHAI-FM	Greenfield, Mass.	98.3	252
WHAT-FM	Philadelphia, Pa.	105.3	287
WHBC-FM	Canton, O.	94.1	231
WHBF-FM	Rock Island, Ill.	98.9	255
WHBL-FM	Sheboygan, Wis.	100.3	262
WHBS-FM	Huntsville, Ala.	95.1	236
WHCU-FM	Ithaca, N. Y.	97.3	247
WHDH-FM	Boston, Mass.	94.5	233
WHDL-FM	Allegany, N.Y.	95.7	239
WHFB-FM	Benton Harbor, Mich.	99.9	260
WHFM	Rochester, N.Y.	98.9	255
WHIO-FM	Dayton, O.	99.1	256
WHK-FM	Cleveland, O.	100.7	264
WHKC-FM	Columbus, O.	98.7	254
WHLD-FM	Niagara Falls, N.Y.	98.5	253
WHLI-FM	Hempstead, L.I., N.Y.,	98.3	252
WHMA-FM	Anniston, Ala.	100.5	263
WHNC-FM	Henderson, N.C.	92.5	223
WHO-FM	Des Moines, Iowa	100.3	262
WHOM-FM	New York, N.Y.	92.3	222
WHOO-FM	Orlando, Fla.	96.5	243
WHOP-FM	Hopkinsville, Ky.	98.7	254
WHOS-FM	Decatur, Ala.	92.5	223
WHP-FM	Harrisburg, Pa.	97.3	247
WHPE-FM	High Point, N.C.	95.5	238
WHTN-FM	Huntington, W.Va.	100.5	263
WHVA	Poughkeepsie, N.Y.	104.7	284
WHYN-FM	Holyoke, Mass.	93.1	226
WIBA-FM	Madison, Wis.	101.5	268
WIBG-FM	Philadelphia, Pa.	94.1	231
WIBM-FM	Jackson, Mich.	92.3	222
WIBX-FM	Utica, N.Y.	96.9	245
WICA-FM	Ashtabula, O.	103.7	279
WIFM-FM	Alkin, N.C.	100.9	265
WIKY-FM	Evansville, Ind.	104.1	281
WIMA-FM	Lima, O.	102.1	271
WIMS-FM	Michigan City, Ind.	93.5	228
WINL	Lebanon, Ind.	107.1	296
WIOD-FM	Miami, Fla.	97.3	247
WIP-FM	Philadelphia, Pa.	93.3	227
WIS-FM	Columbia, S.C.	94.5	233
WISC-FM	Madison, Wis.	98.1	251
WISN-FM	Milwaukee, Wis.	102.9	275
WIST-FM	Charlotte, N.C.	104.7	284
WITH-FM	Baltimore, Md.	104.3	282
WIVY-FM	Jacksonville, Fla.	93.7	229
WJAC-FM	Johnstown, Pa.	95.5	238
WJAR-FM	Providence, R.I.	95.5	238
WJAS-FM	Pittsburgh, Pa.	99.7	259
WJAT-FM	Swainsboro, Ga.	101.7	269
WJAX-FM	Jacksonville, Fla.	95.1	236
WJBC-FM	Bloomington, Ill.	101.5	268
WJBK-FM	Detroit, Mich.	93.1	226
WJBY-FM	Gadsden, Ala.	103.7	279
WJDX-FM	Jackson, Miss.	102.9	275
WJEF-FM	Grand Rapids, Mich.	93.7	229
WJEJ-FM	Hagerstown, Md.	104.7	284
WJHL-FM	Johnson City, Tenn.	100.7	264
WJHP-FM	Jacksonville, Fla.	96.9	245
WJIZ	Hammond, Ind.	92.3	222
WJKO-FM	Springfield, Mass.	101.9	270
WJLK-FM	Asbury Park, N.J.	94.3	232
WJLN	Birmingham, Ala.	104.7	284
WJLS-FM	Beckley, W.Va.	99.5	258
WJMC-FM	Rice Lake, Wis.	96.3	242
WJOI-FM	Florence, Ala.	98.3	252
WJPA-FM	Washington, Pa.	104.3	282
WJPB	Fairmont, W.Va.	92.3	222
WJPG-FM	Green Bay, Wis.	101.1	266
WJR-FM	Detroit, Mich.	96.3	242
WJTN-FM	Jamestown, N.Y.	93.3	227
WJW-FM	Cleveland, O.	104.1	281
WJWL-FM	Georgetown, Del.	101.5	268
WJZ-FM	New York, N.Y.	95.5	238
WKAT-FM	Miami Beach, Fla.	93.1	226
WKBN-FM	Youngstown, O.	98.9	255
WKBR-FM	Manchester, N.H.	100.1	261
WKBZ-FM	Muskegon, Mich.	98.9	255
WKFM	Roanoke Rapids, N.C.	98.5	253
WKID-FM	Urbana, Ill.	103.3	277
WKJF	Pittsburgh, Pa.	93.7	229
WKJG-FM	Ft. Wayne, Ind.	106.1	291
†WKLF-FM	Clanton, Ala.	100.9	265
WKMH-FM	Dearborn, Mich.	100.3	262
WKNA-FM	Charleston, W.Va.	97.5	248
WKOK-FM	Sunbury, Pa.	94.1	231
†WKOP-FM	Binghamton, N.Y.	95.3	237
WKPT-FM	Kingsport, Tenn.	98.5	253
WKRC-FM	Cincinnati, O.	101.9	270
WKRG-FM	Mobile, Ala.	99.9	260
WKRT-FM	Cortland, N.Y.	99.9	260
WKWK-FM	Wheeling, W.Va.	97.3	247
WKYC	Paducah, Ky.	93.3	227
WLAB	Lebanon, Pa.	104.1	281
WLAG-FM	LaGrange, Ga.	104.1	281
WLAN-FM	Lancaster, Pa.	96.9	245
WLAP-FM	Lexington, Ky.	94.5	233
WLAV-FM	Grand Rapids, Mich.	96.9	245
WLAW-FM	Lawrence, Mass.	93.7	229
WLBH-FM	Mattoon, Ill.	96.9	245
WLBJ-FM	Bowling Green, Ky.	101.1	266
WLBR-FM	Lebanon, Pa.	100.1	261
WLCS-FM	Baton Rouge, La.	101.1	266
WLDM	Detroit, Mich.	95.5	238
WLDS-FM	Jacksonville, Ill.	100.5	263
WLEE-FM	Richmond, Va.	102.9	275
WLET-FM	Toccoa, Ga.	106.1	291
WLEU-FM	Erie, Pa.	97.9	250
WLEY	Elmwood Park, Ill.	107.1	296
WLIL-FM	Lenoir City, Tenn.	100.3	262
WLIN-FM	Merrill, Wisc.	100.7	264
WLLH-FM	Lowell, Mass.	99.5	258
WLOE-FM	Leaksville, N.C.	92.7	224
WLOG-FM	Logan, W.Va.	103.3	277
WLOK-FM	Lima, O.	103.3	277
WLOS-FM	Asheville, N.C.	104.3	282
WLRD	Miami Beach, Fla.	93.9	230
WLTN	Lewistown, Pa.	97.9	250
WLVA-FM	Lynchburg, Va.	97.5	248
WLWA	Cincinnati, O.	101.1	266
WLWB	Dayton, O.	97.5	248
WLWF	Columbus, O.	96.3	242
WLYC-FM	Williamsport, Pa.	105.1	286
WLYN-FM	Lynn, Mass.	105.5	288
WMAL-FM	Washington, D.C.	107.3	279
WMAQ-FM	Chicago, Ill.	95.5	238
WMAS-FM	Springfield, Mass.	94.7	234
WMAZ-FM	Macon, Ga.	99.1	256
WMBD-FM	Peoria, Ill.	92.5	223
WMBH-FM	Joplin, Mo.	96.1	241
WMBI-FM	Chicago, Ill.	95.5	238
WMBO-FM	Auburn, N.Y.	96.1	241
WMBR-FM	Jacksonville, Fla.	96.1	241
WMCF	Memphis, Tenn.	99.7	259
WMCK-FM	McKeesport, Pa.	104.9	285
WMFD-FM	Wilmington, N.C.	96.3	242
WMFM	Madison, Wis.	104.1	281
WMFR-FM	High Point, N.C.	99.5	258
WMGM-FM	New York, N.Y.	100.3	262
WMGW-FM	Meadville, Pa.	100.3	262
WMIN-FM	St. Paul, Minn.	99.5	258
WMIT	Clingman's Peak, N.C.	106.9	295
WMIX-FM	Mt. Vernon, Ill.	94.1	231
WMLL	Evansville, Ind.	94.5	233
WMLN	Mt. Clemens, Mich.	106.3	292
WMMW-FM	Meriden, Conn.	95.7	239
WMOH-FM	Hamilton, O.	103.5	278
WMOU-FM	Berlin, N.H.	103.7	279
WMOX-FM	Meridian, Miss.	98.5	253
WMRC-FM	Greenville, S.C.	94.9	235
WMRI	Marion, Ind.	106.9	295
†WMRN-FM	Marion, O.	106.9	295
WMSA-FM	Massena, N.Y.	105.3	287
WMUN	Muncie, Ind.	104.1	281
WMVA-FM	Martinsville, Va.	96.3	242
WMVO	Mount Vernon, O.	93.7	229
WNAC-FM	Boston, Mass.	98.5	253
WNAM-FM	Neenah, Wis.	98.5	253
WNAO-FM	Raleigh, N.C.	96.1	241
WNAV-FM	Annapolis, Md.	99.1	256
WNBC-FM	New York, N.Y.	97.1	246
WNDB-FM	Daytona Beach, Fla.	94.5	233
WNDR-FM	Syracuse, N.Y.	102.5	273
WNEX-FM	Macon, Ga.	96.9	245
WNHC-FM	New Haven, Conn.	99.1	256
WNJR-FM	Newark, N.J.	102.7	274
†WNOS	High Point, N.C.	100.3	262
WNOW-FM	York, Pa.	105.7	289
WNYC-FM	New York, N.Y.	93.9	230
WOAP-FM	Owosso, Mich.	103.1	276
WOAY-FM	Oak Hill, W.Va.	94.1	231
WOC-FM	Davenport, Iowa	103.7	279
WOCB-FM	West Yarmouth, Mass.	94.3	232
WOHS-FM	Shelby, N.C.	96.1	241
WOKZ-FM	Alton, Ill.	99.9	260
WOL-FM	Washington, D.C.	98.7	254
WOMC	Royal Oak, Mich.	104.3	282
WOMI-FM	Owensboro, Ky.	92.5	223
WOPA-FM	Oak Park, Ill.	102.3	272
WOPI-FM	Bristol, Tenn.	96.9	245
WOR-FM	New York, N.Y.	98.7	254
WORX	Madison, Ind.	96.7	244
WORZ-FM	Orlando, Fla.	100.3	262
WOTW-FM	Nashua, N.H.	106.3	292
WOWO-FM	Ft. Wayne, Ind.	96.1	241
WPAD-FM	Paducah, Ky.	96.9	245
WPAG-FM	Ann Arbor, Mich.	98.7	254
WPAM-FM	Pottsville, Pa.	95.5	238
WPAR-FM	Parkersburg, W.Va.	106.5	293
WPAY-FM	Portsmouth, O.	104.1	281
WPDX	Clarksburg, W.Va.	95.1	236
WPEN-FM	Philadelphia, Pa.	102.9	275
WPIC-FM	Sharon, Pa.	102.9	275
WPJB-FM	Providence, R.I.	105.1	286
WPLH-FM	Huntington, W.Va.	102.5	273
WPOE	Elizabeth, N.J.	96.7	244
WPPA-FM	Pottsville, Pa.	101.9	270
WPRO-FM	Providence, R.I.	92.3	222
WPRS-FM	Paris, Ill.	98.3	252
WPTF-FM	Raleigh, N.C.	94.7	234
WQAM-FM	Miami, Fla.	94.9	235
WQAN-FM	Scranton, Pa.	92.3	222
WQDI	Quincy, Ill.	105.1	286
WQXR-FM	New York, N.Y.	96.3	242
WRAK-FM	Williamsport, Pa.	100.3	262
WRAL-FM	Raleigh, N.C.	101.5	268
WRBL-FM	Columbus, Ga.	93.3	227
WRC-FM	Washington, D.C.	93.9	230
WRCM	New Orleans, La.	97.1	246
WREV-FM	Reidsville, N.C.	102.1	271
WRFL	Winchester, Va.	92.5	223
WRFM	Hattiesburg, Miss.	97.9	250
WRFS-FM	Alexander City, Ala.	106.1	291
WRGA-FM	Rome, Ga.	106.5	293
WRHI-FM	Rock Hill, S.C.	97.5	248
WRJN-FM	Racine, Wis.	100.7	264
WRLD-FM	Lanett, Ala.	102.9	275
WRNL-FM	Richmond, Va.	102.1	271
WRNY-FM	Rochester, N.Y.	97.9	250
WROK-FM	Rockford, Ill	97.5	248
WROV-FM	Roanoke, Va.	103.7	279
WROW-FM	Albany, N.Y.	93.9	230
WROY-FM	Carmi, Ill.	97.3	247
WRR-FM	Dallas, Tex.	101.1	266
WRRN	Warren, Pa.	92.3	222
WRSW	Warsaw, Ind.	107.3	297
WRUF-FM	Gainesville, Fla.	104.1	281
WRUN-FM	Utica, N.Y.	105.7	289
WRVB	Richmond, Va.	94.5	233
WRVC	Norfolk, Va.	102.5	273
WRZE	York, Pa.	98.5	253
WSAI-FM	Cincinnati, O.	102.7	274
WSAM-FM	Saginaw, Mich.	98.1	251
WSAN-FM	Allentown, Pa.	99.9	260
WSAV-FM	Savannah, Ga.	100.3	262
WSB-FM	Atlanta, Ga.	98.5	253
WSGN-FM	Birmingham, Ala.	93.7	229
WSIC-FM	Statesville, N.C.	105.7	289
WSIX-FM	Nashville, Tenn.	97.5	248
WSJS-FM	Winston-Salem, N.C.	104.1	281
WSLB-FM	Ogdensburg, N.Y.	106.1	291
WSLS-FM	Roanoke, Va.	99.1	256
WSMB-FM	New Orleans, La.	102.7	274

(Continued on page 464)

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FM Call Letters

(Continued from page 463)

Call Letters	Location	Frequency Mcs.	Channel No.
WSNJ-FM	Bridgeton, N.J.	98.9	255
†WSNW-FM	Seneca, S. C.	98.1	251
WSOC-FM	Charlotte, N.C.	103.5	278
WSON-FM	Henderson, Ky.	99.5	258
WSOY-FM	Decatur, Ill.	102.1	271
WSPA-FM	Spartanburg, S.C.	98.9	255
WSPD-FM	Toledo, Ohio	101.5	268
WSPR-FM	Springfield, Mass.	97.9	250
WSRK	Shelbyville, Ind.	101.3	267
WSRS-FM	Cleveland Heights, O.	95.3	237
WSTC-FM	Stamford, Conn.	96.7	244
WSTP-FM	Salisbury, N.C.	106.5	293
WSTV-FM	Steubenville, O.	103.5	278
WSVA-FM	Harrisonburg, Va.	100.7	264
WSVS-FM	Crewe, Va.	104.7	284
WSYR-FM	Syracuse, N.Y.	94.5	233
WTAD-FM	Quincy, Ill.	99.5	258
WTAG-FM	Worcester, Mass.	96.1	241
WTAL-FM	Tallahassee, Fla.	103.9	280
WTAM-FM	Cleveland, O.	105.7	289

Call Letters	Location	Frequency Mcs.	Channel No.
WTAR-FM	Norfolk, Va.	97.3	247
WTAX-FM	Springfield, Ill.	103.7	279
†WTBC-FM	Tuscaloosa, Ala.	95.7	239
WTCN-FM	Minneapolis, Minn.	97.1	246
WTHI-FM	Terre Haute, Ind.	99.9	260
WTIC-FM	Hartford, Conn.	96.5	243
†WTIG	Clemson, S. C.	97.1	246
WTJS-FM	Jackson, Tenn.	100.7	264
WTMA-FM	Charleston, S.C.	96.1	236
WTMV-FM	East St. Louis, Ill.	102.5	273
WTNC-FM	Thomasville, N.C.	98.3	252
WTND-FM	Orangeburg, S.C.	102.7	274
WTOA	Trenton, N.J.	97.5	248
WTOC-FM	Savannah, Ga.	97.3	247
WTOL-FM	Toledo, O.	104.7	284
WTOP-FM	Washington, D.C.	96.3	242
WTRC-FM	Elkhart, Ind.	100.7	264
WTRF-FM	Bellaire, O.	100.5	263
WTRT	Toledo, O.	99.9	260
WTSP-FM	St. Petersburg, Fla.	102.5	273
WTSV-FM	Claremont, N.H.	106.1	291
WTVB-FM	Coldwater, Mich.	98.3	252
WTWO	Dayton, O.	104.7	284
WUST-FM	Bethesda, Md.	106.3	292
†WVAM-FM	Allentown, Pa.	**100.1**	**261**
WVBT	South Bristol, N.Y.	95.1	236

Call Letters	Location	Frequency Mcs.	Channel No.
WVCN	De Ruyter, N.Y.	105.1	[illegible]
WVCV	Cherry Valley, N.Y.	101.9	[illegible]
WVJS-FM	Owensboro, Ky.	96.1	[illegible]
WVKO-FM	Columbus, O.	94.7	[illegible]
WVOW-FM	Logan, W.Va.	92.3	[illegible]
WWCF	Greenfield, Wis.	94.9	[illegible]
WWDC-FM	Washington, D.C.	101.1	[illegible]
WWGP-FM	Sanford, N.C.	105.5	[illegible]
WWHG-FM	Hornell, N.Y.	105.3	[illegible]
WWIN-FM	Baltimore, Md.	94.7	[illegible]
WWJ-FM	Detroit, Mich.	97.1	[illegible]
WWNY-FM	Watertown, N.Y.	100.5	[illegible]
WWOD-FM	Lynchburg, Va.	100.1	[illegible]
WWOL-FM	Buffalo, N.Y.	104.1	[illegible]
WWON-FM	Woonsocket, R.I.	105.5	[illegible]
WWPB-FM	Miami, Fla.	101.5	[illegible]
WWPG-FM	Palm Beach, Fla.	97.9	[illegible]
WWST-FM	Wooster, O.	104.5	[illegible]
WWSW-FM	Pittsburgh, Pa.	94.5	[illegible]
WWVA-FM	Wheeling, W.Va.	98.7	[illegible]
†WWWB-FM	Jasper, Ala.	102.5	[illegible]
WXHR	Cambridge, Mass.	96.9	[illegible]
WXNJ	Plainfield, N.J.	103.9	[illegible]
WXRC	Buffalo, N.Y.	103.3	[illegible]
WXYZ-FM	Detroit, Mich.	101.1	[illegible]

XUM

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1952-1953

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CARL E. SMITH—4900 Euclid Ave., Cleveland 3, Ohio. Tel.: Express 1-5000, Fairmont 1-3335.

C. E. STRAIN—1261 Niles Ave. N. W., Atlanta, Georgia. Tel.: Belmont 5164.

CLARENCE H. STEWART II — See Jansky & Bailey.

WALTER J. STILES—14230 Aztec, San Francisco, Calif. Tel.: Empire 1-4906. Loyalty Bldg., Portland, Ore. Atwater 4282. Associate: Michael McMullen.

MAURICE J. STOUGHTON—See E. C. Page Consulting Radio Engineers.

ALFRED STROGOFF—See Adler Communications Labs.

T & T RADIO MEASUREMENTS CO.—2557 Atlantic Ave., Long Beach 6, Calif. Day tel.: Long Beach 4-2015. Night tel.: Long Beach 4-8408. Jay E. Tapp.

JAY E. TAPP—See T & T Radio Measurements Co.

A. E. TOWNER—See Universal Research Labs.

UNIVERSAL RESEARCH LABS.—A. E. Towner, 2655 Van Ness Ave., San Francisco 9, Calif. Tel.: Prospect 5-5833.

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VANDIVERE, COHEN & WEARN—612 Evans Bldg., 1420 New York Ave., N. W., Washington 5, D. C. Tel.: National 2698.

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WELDON & CARR—Lester H. Carr, 1605 Connecticut Ave., N. W., Washington 9, D. C. Tel.: Michigan 4151. James O. Weldon, 4212 S. Buckner Blvd., Dallas 10, Tex. Tel.: Evergreen 1137. Staff: David F. Bowman, A. C. Hagaman, G. W. Martin, John H. McMahon, Homer A. Ray Jr., William Sloat, Paul Wimmer.

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JOHN L. WILDERMUTH—See E. C. Page Consulting Radio Engineers.

MARTIN R. WILLIAMS — 7401 East Fourteenth St., Indianapolis, Ind. Tel.: Blackstone 0388, Market 3326.

NATHAN WILLIAMS — 20 Algoma Blvd., Oshkosh, Wis. Tel.: Blackhawk 22.

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PAUL WIMMER—See Weldon & Carr.

ROBERT WOLFSKILL—See Commercial Radio Equipment Co.

CHARLES C. WORSLEY—See Commercial Radio Equipment Co.

GRANT R. WRATHALL — Post Office Box 260, Aptos, Calif. Tel.: Aptos 3352.

CHARLES S. WRIGHT — See A. D. Ring & Co.

T. A. WRIGHT JR.—See A. Earl Cullum Jr.

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GRANT R. WRATHALL—Route 2, Box 260, Aptos, Calif.

Associate Members

WILLIAM S. DUTTERA—Staff Allocations Engineer, NBC, 30 Rockefeller Plaza, New York.

J. B. EPPERSON—1816 East 16th St., Cleveland, Ohio.

RAYMOND F. GUY—Manager, Radio & Allocations Engineering, NBC, 30 Rockefeller Plaza, New York.

EARL M. JOHNSON—Director of Engineering, MBS, 1440 Broadway, New York.

LOUIS E. LITTLEJOHN—Chief Engineer, Station WFIL, Widener Bldg., Philadelphia.

WILLIAM B. LODGE—Vice President and Director of General Engineering, CBS, 485 Madison Ave., New York.

FRANK MARX—Vice President in Charge of Engineering, ABC, 30 Rockefeller Plaza, New York.

JOHN G. PRESTON—Director of Engineering Facilities & General Services, ABC, 30 Rockefeller Plaza, New York.

PHILIP F. SILING—Engineer in Charge, RCA Frequency Bureau, 1625 K St., N.W., Washington.

CARL E. SMITH—3488 Fairmont Blvd., Cleveland Heights, Ohio.

JAY W. WRIGHT—Chief Radio Engineer, CBS, 485 Madison Ave., New York.

REGIONAL NETWORKS of the UNITED STATES

AIRLINE NETWORK—Comprising WSGN Birmingham, WHBS Huntsville. Headquarters: Radio Park, P. O. Box 2553, Birmingham, Ala. Tel: 4-3434 B. W. Randa, manager of general sales.

ALASKA BROADCASTING CO.—Comprising KFQD Anchorage; KFRB Fairbanks; KINY Juneau; KTKN Ketchikan; KIBH Seward; KIFW Sitka. Headquarters: 830 Securities Bldg., Seattle. Tel.: Seneca 6333. Wm. J. Wagner, owner and general manager.

THE ALOHA NETWORK—Comprising KIPA Hilo; KTOH Lihue: KHON Honolulu and KMVI Wailuku. Headquarters: P. O. Box 1380, Honolulu 42. Tel.: 9-5295. R. M. Fitkin, general manager. National sales, Jack Allison. Represented by W. S. Grant Co.

ARIZONA BROADCASTING SYSTEM—Comprising KTAR Phoenix; KVOA Tucson; KYUM Yuma; KGLU Safford; KWJB Globe; KYCA Prescott; KAWT Douglas, Executive officers: Dick Lewis KTAR, manager; Bill Harvey, KTAR, commercial manager; J. Howard Pyle, KTAR, program manager; Bob Pollard, KTAR, promotion manager; John Snow KTAR, news editor. Represented nationally by Paul H. Raymer Co.

ARIZONA NETWORK—Comprising KOY Phoenix; KTUC Tucson; KSUN Bisbee and KYMA Yuma. Available as a regional network. Represented nationally by John Blair & Co. Executive officers: Albert Johnson, KOY; Lee Little KTUC; Carl Morris, KSUN; Charles J. Saunders, KCLS Flagstaff; John L. Hogg, KOY, commercial manager.

ARKANSAS NETWORK—Comprising KARK Little Rock and all other stations in the State of Arkansas. Two or more stations may be used; one or more outlets in cities with multiple stations. Costs are combined station time and line charge. Gen'l office, 114 East Capitol St., Little Rock, Ark. T. K. Barton, general manager; A. C. Dowden, commercial manager.

ARROWHEAD NETWORK—Comprising WEBC Duluth, Minn.; WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WEAU Eau Claire, Wis.; WJMC Rice Lake, Wis.; WISC Madison, Wis. Available as a hookup. Represented nationally by George P. Hollingbery Co. Headquarters: WEBC Bldg., Duluth 2, Minn. Executive officers: Walter C. Bridges, WEBC, manager.

BROADCASTING CORP. OF AMERICA'S NETWORK—Comprising KPRO Riverside and San Bernardino; KROP Brawley and El Centro; KREO Indio; KYOR Blythe; KPOR(FM) San Bernardino and Riverside. Office: 3401 Russell St., Riverside. Fred E. Carr, general manager.

PAUL BUNYAN NETWORK — Michigan regional network comprising WTCM Traverse City; WATT Cadillac; WATZ Alpena; WMBN Petoskey; WATC Gaylord. Headquarters: Paul Bunyan Bldg., Traverse City.

CALIFORNIA NORTHERN GROUP—KSYC Yreka; KBLF Red Bluff; KSUE Susanville. Jack A. Mitchell, KSYC, manager. West Coast Representative: Tracy Moore & Assoc.

COLUMBIA PACIFIC NETWORK—Comprising KNX Los Angeles; KCBS San Francisco; KCBQ San Diego; KFRE Fresno; KGDM Stockton; KMBY Monterey; KROY Sacramento; KCMJ Palm Springs; KOIN Portland; KIRO Seattle; KXLY Spokane; KFIR North Bend, Ore.; KFLW Klamath Falls, Ore.; KHUM Eureka, Calif.; KWIE Kennewick, Wash.; KYJC Medford, Ore., and KRNR Roseburg, Ore. Headquarters: Columbia Square, Los Angeles. William D. Shaw, general manager.

COLUMBINE NETWORK—Comprising KMYR Denver; KCSJ Pueblo; KRDO Colorado Springs; KYOU Greeley; KBOL Boulder; KCOL Fort Collins; KFTM Fort Morgan; KUBC Montrose; KRAI Craig; KLMT Lamar; KGIW Alamosa; KVRH Salida; KOKO La Junta; KCRT Trinidad; KRLN Canon City, and KEXO Grand Junction, all in Colorado. Business office and studio—Security Life Bldg., Denver, 2, Col.

CONNECTICUT STATE NETWORK—Regional network comprising WSTC Stamford; WNAB Bridgeport; WTHT Hartford; WNHC New Haven; WNLC New London; WATR Waterbury; WTOR Torrington; WHAY New Britain. Headquarters: WTHT. C. Glover DeLaney, president.

CORN BELT WIRELESS REBROADCASTING SERVICE—This is a service for rebroadcasting WHO studio programs without the use of lines during daytime hours by other stations located within 225 miles of Des Moines. Basic stations are WHO Des Moines; WOC Davenport, and KMA Shenandoah. Rate is a combination of the spot broadcasting rate of each station used without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but provides for exchange of programs and intensive regional coverage. Paul A. Lovet, WHO, resident manager; Harold W. Fulton, WHO, sales manager. National representatives: Free & Peters Inc.

DAIRYLAND NETWORK—Comprising WTCN Minneapolis-St. Paul; KATE Albert Lea; KWLM Willmar, and KWNO Winona. All in Minnesota. Headquarters; Radio City, 50 South 9th St., Minneapolis 2. Telephone: Lincoln 0552.

DON LEE BROADCASTING SYSTEM—Comprising KHJ Los Angeles; KGB San Diego; KDB Santa Barbara; KFXM San Bernardino; KFRC San Francisco; KMYC Marysville; KYNO Fresno; KSBW Salinas-Monterey; KVOE Santa Ana; KCOK Tulare-Visalia; KXO El Centro; KAFY Bakersfield; KVEC San Luis Obispo; KPRL Paso Robles; KIEM Eureka; KHSL Chico; KVCV Redding; KYOS Merced; KXOA Sacramento; KXOB Stockton, all in California. KRNR Roseburg; KPOJ Portland; KFJI Klamath Falls; KORE Eugene; KBND Bend; KOOS Coos Bay; KWIL Albany; KAST Astoria; KUIN Grants Pass; KSLM Salem, all in Oregon. KATO Reno, Nev. KVI Seattle-Tacoma; KYAK Yakima; KNEW Spokane; KXRO Aberdeen; KGY Olympia; KELA Centralia; KRKO Everett; KWLK Longview; KUJ Walla Walla; KPUG Bellingham; KWNW Wenatchee, all in Washington. KRLC Lewiston; KWAL Wallace-Kellogg, KVNI Coeur d'Alene. Headquarters: Don Lee Bldg., 1313 N. Vine St., Hollywood 28, Calif.

FOREIGN LANGUAGE QUALITY NETWORK — Comprising stations broadcasting to major Italian, Polish, and other foreign language markets in the United States. Headquarters: 22 East 40th St., New York 17. Tel.: Murray Hill 9-0006. Adam Young, general manager.

THE GARDEN STATE NETWORK — Comprising WNJR Newark; WCTC New Brunswick; WTTM Trenton; WKDN Camden; WJLK Asbury Park; WFPG Atlantic City; WSNJ Bridgeton. All in New Jersey. Headquarters: WFPG Atlantic City. Telephone: 5-2188. Fred Weber, chairman.

GEORGIA ASSN. OF LOCAL STATIONS—Comprising WDEC Americus; WGAU Athens; WBBQ Augusta; WLBB Carrollton; WBHF Cartersville; WGAA Cedartown; WMJM Cordele; WMOC Covington; WBLJ Dalton; WMLT Dublin; WKEU Griffin; WFOM Marietta; WFRP Savannah; WWNS Statesboro; WWGS Tifton; WLET Toccoa; WVOP Vidalia; WAYX Waycross; WRLD West Point; WMVG Milledgeville; WMGA Moultrie; WDWD Dawson; WBHB Fitzgerald; WDUN Gainesville; WSFT Thomaston; WKTG Thomasville; WIBB Macon; WGIG Brunswick. Tom Carr, sales director, Box 66, Atlanta.

GEORGIA MAJOR MARKET TRIO — Comprising WAGA Atlanta; WTOC Savannah; WMAZ Macon. Available individually and in group. National representatives: The Katz Agency Inc.

GRANITE STATE NETWORK—Comprising WKBR Manchester; WWNH Rochester; WTSV Claremont, WMOU Berlin, and WTSL Hanover, all in New Hampshire. Also WTSA Brattleboro, Vt., and WHOB Gardner, Mass. Headquarters: 155 Front St., Manchester. Al Malin, WWNH, president; Ralph Gottlieb, WKBR, manager; William Rust Jr., WKBR, treasurer.

GREAT NORTHERN BCSTG. SYSTEM—Comprising KVOX Moorhead, Minn.; KGDE Fergus Falls, Minn.; KLPM Minot, N.D.; KGCU Mandan, N.D.; KOVC Valley City, N.D.; KDLR Devils Lake, N.D.; KGCX Sidney, Mont.; KNOX Grand Forks, N.D. Headquarters: 107 First Ave., N.W., Mandan, N.D. M. J. Reichert, secretary.

GUY GANNETT BROADCASTING SYSTEM—Comprising WGAN Portland and WGUY Bangor, Me. Headquarters: Gannett Bldg., Portland, Me.

HOOSIER NETWORK—Comprising WCNB Connersville; WCTW New Castle; WMRI Marion; WSRK Shelbyville; WFML Washington; WRSW Warsaw, all Indiana. Business office: Colonial Bldg., New Castle, Ind.

INTERMOUNTAIN NETWORK—Utah Group; KALL Salt Lake City; KLO Ogden; KOVO Provo; KVNU Logan; KOAL Price; KSVC Richfield; KSUB Cedar City; Idaho Group: KWIK Pocatello; KIFI Idaho Falls; KLIX Twin Falls; KFXD-AM-FM Nampa-Boise; Wyoming Group: KVRS Rock Springs; KSPR Casper; KPOW Powell; KWYO Sheridan; KOWB Laramie; KOVE Lander; KVWO Cheyenne; Montana Group: KBMY Billings; KRJF Miles City; KMON Great Falls; KOPR Butte; KXLO Lewiston; KFDW Helena; KIYI Shelby; KAVR Havre; KPRK Livingston; KRAM Las Vegas, Nev.; New Mexico Group: KVER Albuquerque; KSVP Artesia; KICA Clovis; KTNM Tucumcari; KOBE Las Cruces; KFUN Las Vegas; KRTN Raton; KGFL Roswell; KSET El Paso; Texas; Colorado Group: KCSJ Pueblo; KBNZ La Junta; KFEL Denver; KCRT Trinidad; KFXJ Grand Junction; KGLN Glenwood Springs, and KIUP Durango. Also, KDSJ Deadwood, S. Dak.; KNEB Scottsbluff, Neb., and KELK Elko, Nev. Main office: 146 South Main St., Salt Lake City. Officers: George C. Hatch, president; Lynn L. Meyer, vice president in charge of sales; Jack Paige, vice president in charge of programs; W. D'Orr Cozzens, director of engineering; Gordon Owen, director of homemaker's programs; Mal Wyman, sports director; Jack Goodman, promotion director; Stan Farnsworth, farm director; James Petersen, news director; Earl Donaldson, music director.

LONG RADIO ENTERPRISES — Comprising KIOX Bay City; KVIC Victoria; and KTLW Texas City; KSAM Huntsville. All in Texas and available as a package group. J. G. Long, managing director, P.O. Box 1391, Bay City.

MAINE BROADCASTING SYSTEM — Comprising WCSH Portland; WLBZ Bangor; WRDO Augusta. Headquarters: 157 High St., % WCSH Portland 3, Me.

McCLATCHY BEELINE—Comprising KFBK, KFBK-FM Sacramento; KMJ and KMJ-FM Fresno; KWG Stockton; KERN and KERN-FM Bakersfield; KOH Reno, Nev. and KBEE (FM) Modesto. Headquarters: 21st & Q Sts., Sacramento, Calif. Eleanor McClatchy, president; Leo O. Ricketts, sales director.

METROPOLITAN NETWORK — Comprising WPIK Alexandria and WFAX Falls Church in Virginia. WGAY Silver Spring and WUST Bethesda-Chevy Chase in Maryland. (All Washington, D. C. area.)

MICHIGAN RADIO NETWORK—Comprising WXYZ Detroit (key station); WBCM Bay City; WFDF Flint; WJIM Lansing; WIBM Jackson WELL Battle Creek; WLAV Grand Rapids; WSOO Sault Ste. Marie; WKBZ Muskegon; WKLA Ludington; WGFG Kalamazoo; WHRV Ann Arbor. Sold as a unit of ABC Network. Headquarters: Mutual Bldg., Detroit. Executives: James G. Riddell, president.

THE MID-SOUTH NETWORK — Comprising WCBI Columbus; WELO Tupelo; WMOX, WMOX-FM Meridian; WROX Clarksdale; WNAG Grenada; WROB West Point; WSSO Starkville, all in Mississippi. Headquarters: WCBI Columbus. Bob McRaney, general manager.

MISSISSIPPI BROADCASTING CO. (Withers Gavin Stations)—Comprising WCOC Meridian; WJQS Jackson; WMBC Macon, and WACR Columbus, all in Mississippi.

NATIONAL MAIL ORDER NETWORK INC.—Specialized group linked largely by transcription and devoted to selling products by mail. Supplies affiliates with programming including commercial announcements, handles negotiations with sponsors, arranges program promotion and acts as clearing house for offers, copy and products. Headquarters: 12 E. 41st St., N.Y. Tel.: Plaza 8-2136. Richard Davimos, president.

NEW ENGLAND REGIONAL NETWORK—Special regional network of NBC-affiliated stations, comprising WTIC Hartford; WBZ Boston; WJAR Providence; WCSH Portland; WLBZ Bangor; WRDO Augusta, Me. Directors: Paul W. Morency, WTIC, chairman; Joseph E. Baudino, Westinghouse Radio Stations; John J. Boyle, WJAR; William E. Rines, WCSH. Operations Director: Mr. Morency. Represented nationally by Weed & Co.

NORTH EASTERN BROADCASTING SYSTEM — Comprising WABI Bangor; WLAM Lewiston-Auburn; WTVL Waterville, all in Maine. WFEA Manchester; WKNE Keene, WLNH Laconia; WHEB Portsmouth; WMOU Berlin; WKXL Conncord, all in New Hampshire. WACE Chicopee-Springfield; WALE Fall River; WBEC Pittsfield; WBSM New Bedford; WEIM Fitchburg; WHAV Haverhill; WKOX Framingham; WORC Worcester, all in Massachusetts. Also WHIM Providence, R. I., WCCC Hartford, WBRY Waterbury, Conn. Headquarters: John Hancock Bldg., Boston 16. Elmer Kettell, sales director.

NORTHWEST NETWORK — Comprising KSTP St. Paul; KROC Rochester, Minn.; KYSM Mankato, Minn.; KFAM St. Cloud, Minn.; WEAU Eau Claire, Wis.; WDAY Fargo, N.D.; KFYR Bismark, N.D.; WEBC Duluth, Minn.; WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WJMC Rice Lake, Wis. Headquarters and sales office: 3415 University Ave., KSTP Minneapolis-St. Paul. Officials: Stanley E. Hubbard, general manager; Kenneth M. Hance, treasurer; Karl Plain, sales manager.

THE NUTMEG NETWORK — Comprising WDRC Hartford; WBRY Waterbury; WELI New Haven; WICC Bridgeport; WICH Norwich. All Connecticut. Headquarters: 750 Main St., Hartford, Conn. Tel.: 7-1188. Address communications to Walter Haase, WDRC.

OKLAHOMA NETWORK—Comprising KTOK Oklahoma City; KCRC Enid; KBIX Muskogee; KADA Ada; KVSO Ardmore; KTMC McAlester; KSWO Lawton. Available as a regional network. Headquarters: Bill Hoover, president, KVSO Ardmore. Represented nationally by Taylor Co.

THE OREGON TRAIL NETWORK—Owned and operated by Inland Radio Inc. KSRV Ontario; KBKR Baker, and KLBM LaGrande. Lee W. Jacobs, general manager, Baker, Ore.

PALMETTO BROADCASTING SYSTEM — Basic group comprising WGAC Augusta; WBGE Atlanta, both in Georgia; WCOS Columbia; choice, Charleston; WJMX Florence; WBCU Spartanburg-Union; WAIM Anderson; WTYC Rock Hill and WTND Orangeburg, all in South Carolina; other affiliated stations, WRFC Athens; WKLY Hartwell and WGGA Gainesville, all in Georgia; WGCD Chester; WHSC Hartsville; WSNW Seneca; WKDK Newberry; WALD Walterboro; WDSC Dillon; WACA Camden and choice in Greenville, all in South Carolina. Executive offices: 1 Martin St., Anderson, S. C. Tel.: 3302. Officers: Wilton E. Hall, president; Glenn P. Warnock, general manager; G. P. Browne, national sales manager; V. Barath, promotion director; John F. McCallum, regional sales. Representatives: national—Burn-Smith Co. Inc.; southern—Dora-Clayton Agency Inc.

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL Philadelphia; WEEV Reading; WAEB Allentown; WEST Easton; WSBA York; WAZL Hazelton; WLAN Lancaster; WARM Scranton WILK Wilkes-Barre; WGHB Harrisburg; WKOK Sunbury; WRAK Williamsport; WFBG Altoona; WARD Johnstown; WERC Erie; WCAE Pittsburgh; WKST New Castle; WKRZ Oil City. Operates as network or split as desired. Other cities available on order. Headquarters: WFIL Philadelphia. General Manager: Roger W. Clipp; Sales Manager: George A. Koehler.

RAZORBACK NETWORK—Comprising KLXR Little Rock and all other stations in Arkansas. Headquarters: 217 E. Third St., Little Rock. Tel.: 4-8928. Emil J. Pouzar, general manager.

REBEL NETWORK — Mississippi regional network comprising WJDX Jackson; WAML Laurel; WFOR Hattiesburg; WTOK Meridian; WGCM Gulfport. Frank Gentry, business manager.

RURAL RADIO NETWORK — Owns and operates FM stations WFNF Wethersfield; WVBT Bristol Center; WVCN DeRuyter; WVCV Cherry Valley; WHVA Poughkeepsie. It has as affiliates: WHCU-FM Ithaca; WFLY Troy; WHLD-FM Niagara Falls; WDHL-FM Olean; WMSA-FM Massena; WWNY-FM Watertown; WRUN-FM Utica-Rome; all New York; and WQAN-FM Scranton, Pa. Program exchange service with WQXR-FM New York. Headquarters: 306 E. State St., Ithaca, N. Y. Tel.: 4-6357. Officers: D. K. de Neuf, general manager; H. S. Brown, sales manager; T. R. Humphrey, chief engineer; M. N. Knapp, supervisor.

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Regional Networks

(Continued from page 469)

SOUTH CENTRAL QUALITY NETWORK—Regional network comprising WMC Memphis; KARK Little Rock; KWKH Shreveport; WJDX Jackson, Miss. Special hookup of any or all available at combined national rates of each station, plus line charges. Headquarters, each station.

SOUTHERN MINNESOTA NETWORK — Comprising KYSM Mankato; KROC Rochester and KATE Albert Lea, all in Minnesota. Headquarters: Bulmer & Johnson Inc., 326 WCCO Building, 625 Second Ave. S., Minneapolis 2. Tel.: Lincoln 7017. Represented nationally by Robert Meeker.

STEINMAN STATIONS—Comprising WDEL Wilmington, Del.; WORK York, Pa.; WGAL Lancaster, Pa.; WRAW Reading, Pa.; WEST Easton, Pa.; WKBO Harrisburg, Pa. Represented nationally by Robert Meeker Assoc. Headquarters: WGAL Lancaster. General Manager: Clair R. McCollough.

TALL CORN NETWORK—An Iowa network comprising KWCR Cedar Rapids; KROS Clinton; KSIB Creston; KFNF Shenandoah; KDEC Decorah; KDTH Dubuque; KVFD Fort Dodge; KFJB Marshalltown; KWPC Muscatine; KWBG Boone; KICD Spencer; KRIB Mason City; KCIM Carroll; KOEL Oelwein. Represented nationally by John E. Pearson Co. Dietrich Dirks, KCOM, president; Ed Breen, KVFD, v.p.; George J. Volger, KWPC, v.p.; Wm. P. White, KFJB, secretary.

TENNESSEE VALLEY ASSOCIATES NETWORK—Comprising WHAL Shelbyville; WLAR Athens; WAGC Chattanooga; WKRM Columbia; WHUB Cookeville; WEKR Fayetteville; WHIN Gallatin; WHBT Harriman; WCOR Lebanon; WMMT McMinnville; WGNS Murfreesboro; WCDT Winchester.

TEXAS BROADCASTING SYSTEM (TBS) — Regional network comprising KRLD Dallas; KABC San Antonio and KTRH Houston. Headquarters: KRLD Herald Square, Dallas. Clyde W. Rembert, general manager.

TEXAS PLAINS (TeePee) STATIONS—Comprising KFLD Floydada; KPAN Hereford and KVMC Coloradio City. Business Office: KFLD, P. O. Box 855, Floydada, Texas. National Sales Promotion handled by Robert S. Keller Inc., 72 Barrow St., New York City, 14.

TEXAS QUALITY NETWORK—Comprising WFAA Dallas; WOAI San Antonio; KPRC Houston; WBAP Ft. Worth. Associated stations: KRIS Corpus Christi; KVAL Brownsville, Tex.; KTBS Shreveport, La.; KGNC Amarillo, and KRGV Weslaco. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office.

TEXAS STATE NETWORK—Regional network comprising KFJZ Fort Worth; WRR Dallas; KABC San Antonio; KBST Big Spring; KGKL San Angelo; KWFT Wichita Falls; KRBC Abilene; KPLT Paris; KRRV Sherman; KCMC Texarkana; WACO Waco; KNOW Austin; KLYN Amarillo; KFRO Longview; KBWD Brownwood; KCRS Midland; KGVL Greenville; KTRH Houston; KRIO McAllen; KTBB Tyler; Gene L. Cagle, president; Dale Drake, sales manager. Tel.: Edison 3473. Headquarters: 1201 W. Lancaster, Fort Worth 1.

THE TOBACCO NETWORK INC.—Regional North Carolina network comprising WRAL Raleigh; WTIK Durham; WFNC Fayetteville; WCEC Rocky Mount; WGTC Greenville; WHIT New Bern; WJNC Jacksonville; WGNI Wilmington. Executives: Hartwell Campbell, WGTC Greenville, president; Sam Brody, WGNI, vice president; Ray D. Williams, WHIT, secretary and treasurer; K. C. Willson, general sales manager. Headquarters: 806 Odd Fellows Bldg., Raleigh, N. C. Tel: 8885. Represented nationally by John E. Pearson Co.

UNION BROADCASTING SYSTEM — Comprising WXRA Buffalo; WOKO Albany; WCSS Amsterdam; WWSC Glen Falls; WENT Gloversville; WHUC Hudson; WKNY Kingston; WKIP Poughkeepsie; WDOS Oneonta; WKOP Binghamton; WELM Elmira; WGAT Utica; WNDR Syracuse; WICY Malone; WEAV Plattsburg; WNBZ Saranac Lake, all in New York. WBEC Pittsfield; WACE Chicopee; WALE Fall River; WVOM Boston, all in Massachusetts; WSYB Rutland, Vt.; WJOY Burlinton, Vt.; WWCO Waterbury, Conn.; WTOR Torrington, Conn.; WFAU Augusta, Me.; WKNE Keene, N.H. Headquarters: WOKO Albany, N. Y. Jim Healey, general manager.

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Slaughter, Harrison T., Ring Bldg., Washington.
Smith, Andrew A., 1628 Candler Bldg., Atlanta, Ga.
Smith, Bernard B., 551 Fifth Ave., New York.
Smith, E. Stratford, 710 14th St., N. W., Washington.
Smith, George S., 816 Connecticut Ave., Washington.
Smith, Karl A., 810 Colorado Bldg., Washington.
Smith, Quayle B., Segal, Smith & Hennessey, 816 Connecticut Ave., N. W., Washington.
Smith, Samuel Burrows, Lippincott & Smith, 24 California St., San Francisco.
Smith, William P., Metropolitan Bank Bldg., Washington.
Socolow, A. Walter, 580 Fifth Ave., New York.
Southmayd, John P., 902 Warner Bldg., Washington.
Sovik, Laurence, University Bldg., Syracuse, N. Y.
Spawn, Coy U. Jr., 733 Bankers Mortgage Bldg., Houston, Tex.
Spearman, John C., 1022 Munsey Bldg., Washington.
Spearman, Paul D. P., 1022 Munsey Bldg., Washington.
Spears, Adrian A., Majestic Bldg., San Antonio, Tex.
Spiro, Jacob S., 51 Chambers St., New York.
Sprague, E. Stuart, 36 West 44th St., New York.
Steen, J. W., 1625 K St., N. W., Washington.
Stein, Abe L., Warner Bldg., Washington.
Stollenwerck, Frank, National Press Bldg., Washington.
Stone, Warren M., Stone & Flick, 705-707 Warren Bank & Trust Bldg., Warren, Pa.
Stout, Clair L., Dow, Lohnes & Albertson, 1111 Munsey Bldg., Washington.
Strauss, Samuel W., 300 Broadway, Camden, N. J.
Struck, William L., 512 Harries Bldg., Dayton, Ohio.
Sullivan, Francis C., 1200 Alworth Bldg., Duluth, Minn.
Sutton, George O., 1030 National Press Bldg., Washington.
Swezey, Robert D., Station WDSU, Hotel Monteleone, New Orleans, La.

T

Taylor, Willis H. Jr., Pennie, Edmonds, Morton & Barrows, 247 Park Ave., New York.
Thomson, William, 1030 National Press Bldg., Washington.
Tolman, David E., 816 Connecticut Ave., N. W., Washington.
Torlow, Sherwood Jordon, 18 Tremont St., Boston, Mass.
Trendle, George W. Jr., 1854 National Bank Bldg., Detroit.
Tucker, John H., 901 Commercial Bldg., Shreveport, La.
Tuft, Leonard W., RCA Communications Inc., 66 Broad St., New York.
Tuhy, Stephen Jr., 407 Albee Bldg., Washington.
Tumulty, Joseph P. Jr., 1317 F St., N. W., Washington.
Turner, George B., 15 Broad St., New York.
Tyler, Lyon L. Jr., Welch, Mott & Morgan, 710 14th St., N. W., Washington.
Tyler, Varro E., 109 South Ninth St., Nebraska City, Neb.

V

Van Allen, John W., 1008 Liberty Bank Bldg., Buffalo, N. Y.
Van Orsdel, Ralph, 314 Sonora Drive, San Mateo, Calif.
Veve, Adolfo Garcia, Box 2655, San Juan, P. R.

W

Walker, Henry B., Old National Bank Bldg., Evansville, Ind.
Walker, Ralph L., Ring Bldg., Washington.
Wall, Thomas H., Munsey Bldg., Washington.
Wallace, Harold E., 530 Judge Bldg., Salt Lake City, Utah.
Walton, Frederick H. Jr., Dempsey & Koplovitz, 938 Bowen Bldg., Washington.
Warner, Harry P., 816 Connecticut Ave., Washington.
Wasilewski, Vincent T., 1771 N St., N. W., Washington.
Waters, John H., Western Union Telegraph Co., 60 Hudson St., New York.
Wayland, Charles V., Warner Bldg., Washington.
Weaver, Henry B. Jr., Tower Bldg., Washington.
Weber, Arthur W., 455 Spitzer Bldg., Toledo, Ohio.
Webster, Bethuel M., 15 Broad St., New York.
Welch, Francis X., 1038 Munsey Bldg., Washington.
Welch, Vincent B., Ericson Bldg., Washington.
Wendt, William, Western Union Telegraph Co., 60 Hudson St., New York.
Wheat, Carl L., Shoreham Bldg., Washington.
Wheeler, Edward K., 815 15th St., N. W., Washington.
Whissell, George B., 2305 Telegraph Bldg., St. Louis, Mo.
Whittenberg, Ralph K., Hilp Bldg., Reno, Nev.
Wilder, Gaston H. Jr., 211 Goodhue Bldg., Beaumont, Tex.
Wilkinson, Glen A., 744 Jackson Pl., Washington.
Wilkinson, Vernon L., 1028 Connecticut Ave., N. W., Washington.
Williams, A. Rea, 733 Investment Bldg., Washington.
Willis, John W., Dupont Circle Bldg., Washington.
Wilner, Morton H., 700 Wyatt Bldg., Washington.
Wilson, James E., DeSales Bldg., Washington.
Wilson, Thomas W., Dow, Lohnes & Albertson, 1111 Munsey Bldg., Washington.
Winter, Harrison L., 10 Light St., Baltimore.
Wisehart, Harold H., Wisehart & Savage, 104-112 Professional Bldg., Clinton, Ohio.
Wolff, Sanford I., Riskind & Wolff, 13 N. LaSalle St., Chicago.
Wood, Joseph G., Schortemeier, Eby & Wood, 301 Circle Tower, Indianapolis, Ind.
Woods, Warren, Roberts & McInnis, 1741 DeSales St., Washington.
Wozencraft, Col. Frank H., Southern Bldg., Washington.
Wrape, James W., Sterick Bldg., Memphis, Tenn.
Wright, J. Warren, 5504 Grove St., Chevy Chase, Md.
Wyatt, Wilson W., Marion E. Taylor Bldg., Louisville, Ky.

Y

Yates, Carlyle E., RCA, 30 Rockefeller Plaza, New York.
Young, Verne R., The American Bldg., Washington.
Younger, Donald, P. O. Drawer 1000, Santa Cruz, Calif.
Yourd, Kenneth L., CBS, 485 Madison Ave., New York.

Z

Zagon, Samuel S., 6263 Hollywood Blvd., Los Angeles.
Zias, Joseph F., Loucks, Zias, Young & Jansky, The American Bldg., Washington.

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PROFESSIONAL & TECHNICAL SCHOOLS FOR RADIO

Name, Address, Tel.	Courses Offered	Registrar & Registration Date
American Institute of the Air* 3123 E Lake St. Minneapolis 6, Minn. Tel.: Wesley 1639	Announcing, writing, production, sales communications engineering.	Helen S. Brown Weekly
California Institute of Radio & Television* 5910 Sunset Blvd. Hollywood 28, Calif. Tel.: Hollywood 9-1938	Speech, announcing, writing, advertising, 1st class license training, production, radio-telephone operation (1st class FCC license).	Gloria Bringham Monthly
Cambridge School of Radio —& TV Broadcasting* 806 Seventh Ave. New York Tel.: Judson 6-0025	All commercial and program techniques.	George S. Carlesco Monthly
Hal Bagg School of Broadcasting* 1674 Broadway, New York 19 Tel.: Columbus 5-5756	Announcing, acting, singing	Harold J. Bagg Continuous
Capital Radio Engineering Institute* 3224 16th St., N. W. Washington 10, D. C. Tel.: Hobart 1520	Home study and residence courses in AM, FM & TV engineering and servicing; aeronautical engineering and TV studio operations by home study only.	Everett A. Corey Monthly
Central Radio & Television Schools Inc.* 1644 Wyandotte St. Kansas City 8, Mo. Tel.: Harrison 5852	Radio and television broadcasting. Advanced Electronics and Radio-TV engineering.	Phil J. Murray Quarterly
Chicago Academy of Radio & Dramatic Arts* 306 S. Wabash Chicago 5 Tel.: Harrison 7-5907	Complete training for radio, stage & television.	Kathleen Kaye Monthly
Chicago Technical College* 2000 S. Michigan Ave. Chicago 16, Ill. Tel.: Calumet 5-8200	Radio servicing, practical radio engineering, radio engineering (degree).	Charles E. Olson Quarterly
Cleveland Institute of Radio Electronics Inc.* 4900 Euclid Ave. Cleveland 3 Tel.: Express 1-8887	Correspondence school for radio communication and engineering.	E. H. Guilford By correspondence only
Columbia College* 410 S. Michigan Blvd. Chicago 5 Tel.: Wabash 2-6761	All phases of radio broadcasting, television-radio broadcast engineering, advertising, journalism, stage.	Jean G. Ward Continuous
Coyne Electrical School* 500 South Paulina St. Chicago 12 Tel.: Seeley 3-7722	Practical courses, radio and television servicing.	C. A. Ginter Every Six Weeks
The Crescent School of Radio and Television* 500 Pacific St. Brooklyn 17, N. Y. Tel.: Main 5-6220	Radio-TV technicianship, servicing, industrial electronics, studio practice, station operation and home study for radio-TV service.	Stanley J. Isaacs Continuous
De Forest's Training* 2533 N. Ashland Ave. Chicago 14, Ill. Tel.: Lincoln 9-7260	Residential and home study courses in radio, television and other fields of electronics.	William R. McGowen Residential: Every six weeks Home Study: Continuous

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XUM

Professional and Technical Schools

(Continued from page 473)

Name, Address, Tel.	Courses Offered	Registrar & Registration Date
Delehanty Institute 105 E. 13th St. New York 3, N. Y. Tel.: Grammercy 3-6900	Radio servicing & repair, F. M. & television electromagnetic television servicing, radio telephonic communications, radio telegraphy.	F. Gorman Continuous
Emerson College* 130 Beacon St. Boston 16 Tel.: Kenmore 6-3340	Radio production, script, news, advertising, dramatics, programming, announcing radio station management & organization, television & radio survey. A.B. degree.	Mrs. Clara B. Fraser Sept., Feb., July
Geller Theatre Workshop* 6040 Wilshire Blvd. Los Angeles, 36 Tel.: York 5205	Comprehensive radio, stage, and screen.	Hazel Ayres Quarterly
Goodman Memorial Theatre, School of Drama of the Art Institute of Chicago* Chicago 3 Tel.: Central 6-2337	Acting, directing, radio scene and costume design, technical practice (G.F.A. & M.F.A. degrees).	Alliene V. Stierwalt Sept. & Jan.
Grantham Radio License School 6064 Hollywood Blvd., Hollywood 28, Calif. Tel.: Hudson 2-1411	Residence and correspondence courses leading to first class radiotelephone FCC licenses and radio telegraph FCC licenses.	Patricia A. Grantham Monthly
Jo Keith School & Agency 228 S. Wabash Ave. Chicago 4 Tel.: Webster 9-6272	Singing, dramatics, dancing, modeling, radio, stage, screen, TV.	Jo Keith Continuous
Lincoln School of Radio & Television* 1851 Broadway New York 23 Tel.: Circle 6-5300	Radio and television technician, communications, amateur radio.	Joan Stabb Continuous
Los Angeles Trade Technical Junior College* 1646 S. Olive St. Los Angeles 15 Tel.: Prospect 7021	Radio communications, television, servicing, radar, loran, industrial electronics.	J. N. McCaghren Continuous
The Don Martin School of Radio and Television Arts and Sciences 1653 N. Cherokee Hollywood 28 Tel.: Hudson 2-3281	Combination announcing, engineering courses, TV courses.	Miss McMahon Continuous
National Academy of Broadcasting Inc.* 3338 16th St., N.W. Washington 10, D. C. Tel.: Decatur 5580	Announcing, music continuity, radio-TV drama and production, writing, diction, journalism, publicity.	Alice Keith Oct., Jan., June

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Name, Address, Tel.	Courses Offered	Registrar & Registration Date
National Schools* 4000 S. Figueroa St. Los Angeles 37 Tel.: Adams 4-9061	Radio, television, allied electronics.	Sam Goldberg Monthly
William B. Ogden Radio Operational Engineering School 1150 W. Olive Ave. Burbank, Calif. Tel.: Charleston 0-8291	Short, directed courses leading to FCC licenses.	Tally Ogden Continuous
Pathfinder School of Radio & Television 737 11th St., N. W. Washington, D. C. Tel.: Metropolitan 8-5255	Newscasting and Commercial staff work.	Nancy McFarland Weekly
Penn Technical Institute* 5440 Penn Ave. Pittsburgh 6, Pa. Tel.: Hiland 1-3502	Television receivers, industrial electronics, preparation for FCC broadcast license examinations.	Walter G. Whipple Quarterly
Pierce School of Radio & Television* 52 E. 19th St. New York 3 Tel.: Oregon 7-7390	Servicing, technician and radio telegraph communications.	Leon Sitkin Every 5 weeks
Leland Powers School Inc.* 31 Evans Way Boston 15 Tel.: Aspinwall 7-2900	Two year professional course in radio, television and theatre.	Carol Whiting Sept., Jan.
Radio Institute of Chicago* 188 W. Randolph Chicago 1 Tel.: Andover 3-6767	All phases of professional and technical broadcasting.	G. Francis Kraus Monthly
Radio Television Arts Academy 3819 Wilshire Blvd. Tel.: Dunkirk 8-1323	Television announcing, drama, singing, writing, directing, programming, film production, editing and cutting.	Helen Thayer Weekly
Radio-Television Institute Inc.* 480 Lexington Ave. New York 17 Tel.: Plaza 9-5665	Lab practice and classroom theory to qualify graduates for FCC exam for first-class radio-telephone operator's license.	E. C. Whittington Continuous
RCA Institutes Inc.* 350 W. 4th St. New York 14 Tel.: Watkins 4-7845	Advanced technology, radio and television broadcasting and servicing and radio operating.	C. E. Tomson Quarterly
The Celeste Rush Radio Preparatory System* 6119 Harold Way Hollywood 28 Tel.: Hollywood 9-7123	Drama motives & radio elements of production.	Celeste Rush Weekly
School of Radio Technique* 228 S. Wabash Ave. Chicago 4 Tel.: Wabash 2-0712	Announcing, writing, newscasting, advertising, direction, acting, speech.	Fred Hartman Every six weeks
The School of Radio Technique Inc.* 316 W. 57th St. New York 19 Tel.: Plaza 7-3211	Radio & television advertising production, announcing, writing and merchandising.	Dexter Hall Every 15 weeks
Frederick H. Speare, Professional Radio & Television School* 6251 Santa Monica Blvd. Hollywood 38 Tel.: Hollywood 9-2325	Radio and TV announcing, news, sports, acting, control and production techniques, writing, sound effects.	R. L. Speare Quarterly
Hal Styles School of Radio & Television* 8800 Wilshire Blvd. Beverly Hills, Calif. Tel.: Bradshaw 2-1490	Announcing, drama, news, editing, control operation, continuity, script, dialects, TV, management.	Mildred Mullins Weekly
Western Radio-Television Institute* 341 W. 18th St. Los Angeles 15, Calif. Tel.: Prospect 8855	Practical radio and TV servicing.	M. M. Lloyd Monthly
YMCA Trade & Technical School* 15 W. 63d St. New York 21 Tel.: Endicott 2-8117	Radio servicing, operating.	Helen Porth

Latin American Broadcasting Stations

Frequencies and power listed in parentheses show assignments under the 1950 North American Regional Broadcasting Agreement, not yet ratified by the U. S.

BAHAMAS

Frequency	Call	City	Owner or Operator	Power	DA	Class
1540	ZNS	Nassau	Bahamas Government	5.0		I-A

CUBA

Frequency	Call	City	Owner or Operator	Power	DA	Class
(540)	(New)	Victoria de las Tunas		(1.0)		(II)
550	CMW	Havana	A. Gil y M. Troncoso	2.5 (10.0)	(DA)	III-A (I-C)
560	CMKM	Holguin	Union Radio S. A.	5.0		III-A
570	CMHI	Santa Clara	RHC Cadena Azul S. A.	(10.0)	(DA)	II (I-D)
(580)	CMJP	Ciego de Avila		(0.5-D) (0.25-N)		(III)
590	CMCY	Havana	RHC Cadena Azul S. A.	15.0 (25.0)	DA (DA)	II (I-D)
600	CMKV	Holguin	RHC Cadena Azul	1.0 (2.5)		III
630	CMQ	Havana	Cirquito CMQ S. A.	25.0	DA	III-E (I-D)
640	CMHQ	Santa Clara	Cirquito CMQ S. A.	15.0	(DA)	II (I-C)
660	CMCU	Havana	Radio Garcia Serra S. A.	5.0-D 1.0-N	(DA)	II II
(670)	CMKP	Holguin	(Satellite CMBC Havana)	(1.0)	(DA)	(II-E)
(680)	CMJE	Camaguey	(Satellite CMBC Havana)	(1.0)		(II)
680	CMDB	Santiago de Cuba	(Synchronized with CMBC Camaguey)	1.0-D 0.5-N		II
	CMHG	Santa Clara	(Synchronized with Camaguey)	1.0-D 0.5-N		II
690	CMBC	Guanabacoa	Radiodit Progresso S. A.	10.0 (50.0)	DA (DA)	II (I-C)
720	CMHU	Cienfuegos	Modesto Vasquez Gonzales	0.25		II
730	CMKJ	Holguin	Circuito CMQ S. A.	5.0		II
(730)	CMCA	Havana	(See 1150 kc)	(10.0)	(DA)	(II)
740	CMCD	Havana	La Voz del Aire	10.0	DA	II
(740)	CMKJ	Havana	(See 730 kc)	(10.0)	(DA)	(I-D)
760	CMAB	Pinar del Rio	Simeon Ferro Martinez	5.0		II
	CMJY	Ciego de Avila	Cadena Oriental de Radio S. A.	1.0		II
(760)	CMCD	Havana	(See 740 kc)	(10.0)	(DA)	(II-E)
770	CMKC	Santiago de Cuba	Radio Oriente S. A.	1.0		II
780	CMHB	Havana	Union Radio S. A.	0.25		II
(780)	CMHD	Santa Clara	(See 890 kc)	(5.0)	(DA)	(II-E)
790	CMCH	Havana	Radio Cadena Habana S. A.	10.0	(DA)	III-B (III-E)
800	CMAW	Pinar del Rio	Pedro Redondo Fernandez	0.25		II
	CMKL	Santiago de Cuba	Cadena Oriental de Radio S. A.	2.0		II
(800)	CMJY	Ciego de Avila	(See 760 kc)	(1.0)		(II)
810	CMHW	Santa Clara	RHC Cadena Azul S. A.	1.0-D 0.25-N (0.5-N)		II
830	CMBZ	Havana	Manuel y Guillermo Salas	5.0-D 1.0-N (5.0)	DA-N (DA)	II
840	CMAN	Havana	RHC Cadena Azul S. A.	1.0		(II-E) II
	CMJM	Havana	RHC Cadena Azul S. A.	0.5		II
850	CMKU	Santiago de Cuba	Circuito CMQ S. A.	2.0		II
(850)	CMJB	Camaguey	(See 880 kc)	(1.0)		(II)
860	CMBL	Havana	Radio Cadena Suaritos	15.0 (25.0)	DA (DA)	II (I-C)
880	CMJB	Camaguey	Union Radio S. A.	1.0		II
890	CMHD	Havana	Union Radio S. A.	1.0		II
900	CMKS	Guantanamo	Candido S. Von Suarez	0.25		II
(900)	CMKU	Santiago de Cuba	(See 850 kc)	(2.0)		(II)
910	CMCF	Havana	J. Ulloa y Cia.	10.0	(DA)	III-B (III-E)
920	CMAQ	Havana	Circuito CMQ S. A.	1.0-D 1.0		III-A (III)
	CMJL	Havana	Circuito CMQ S. A.	5.0 (10.0)	(DA)	III-B (I-D)
930	CMKN	Santiago de Cuba	RHC Cadena Azul S. A.	1.0		III-A (III)
(930)	CMGF	Manfanzas	(See 1240 kc)	0.25		(IV)
950	CMBF	Havana	Radio Universal S. A.	5.0-D 1.0-N		I-B (I-D)
960	CMGN	Havana	RHC Cadena Azul S. A.	0.5		III-B (III)
	CMJN	Camaguey	RHC Cadena Azul S. A.	1.0 (2.0)		III-A (III)
970	CMKD	Holguin	Cadena Oriental de Radio	1.0		III-A (III)
(970)	CMHM	Santa Clara	(See 1130 kc)	(1.0)		(III)
980	CMCK	Havana	Cia. Radiodif. COCO y CMCK S. A.	5.0 (10.0)	(DA)	III-A (I-D)
990	CMHT	Sancti Spiritus	Juan B. Santana Padron	1.0-D 0.25-N		II
(990)	CMAW	Pinar del Rio	(See 800 kc)	(0.25)		(II)
1000	CMJG	Camaguey	Cadena Oriental de Radio S. A.	1.0		II
	CMKW	Santiago de Cuba	Reloj del Aire S. A.	0.25		II
1010	CMBQ	Havana	Radio Continental CMBQ S. A.	5.0-D 1.0-N		I-B
(1020)	CMHF	Camajuani	(See 1040 kc)	(0.1-D)		(II-E)
1030	CMAC	San Cristobal	Guillermo Garcia Ovies	0.25 (0.25-D)		II
	CMJR	Camaguey	Org. Insular de Radio S. A.	1.0 (5.0)	(DA)	II (II-E)
1040	CMHF	Santa Clara	Jose Fernandez Aleman	1.0		II
1050	CMKF	Holguin	Manuel J. de Gongova	0.25		IV
(1050)	CMHB	Sancti Spiritus	(See 780 kc)	(1.0)		(II)
1060	CMCX	Havana	Circuito Occidental de Radio S. A.	10.0-D 0.25-N		II
	CMJA	Camaguey	Rafael Valdes Jiminez	0.25		II
1070	CMKS	Guantanamo	Union Radio S. A.	0.25		II
(1070)	CMAB	Pinar del Rio	(See 760 kc)	(5.0-D) (2.0-N)		(II)
(1080)	CMJM	Ciego de Avila	(See 840 kc)	(0.5)		(II)
1090	CMBS	Havana	Enrique Artalejo Fernandez	0.25-D 0.1-N		II
	CMHE	Encrucijada	Virgilio R. Diaz Quintanilla	0.25-D 0.1-N		II
	CMKR	Santiago de Cuba	Jaime Nadal	0.25 (5.0)	(DA)	II
1100	CMGW	Matanzas	Ramon A. de Zayas Lopez	0.5		II
(1110)	CMKI	Guantanamo	Union Radio S. A.	0.25		II
1120	CMBY	Havana	Pages y Cia.	0.25 (0.25-D)		II (II-E)
1130	CMHM	Santa Clara	Cadena Oriental de Radio S. A.	1.0		II
	CMKH	Guantanamo	Luis Coronado Estrada	0.25		II
(1130)	CMHU	Cienfuegos	(See 720 kc)	(0.25)		(II)
(1140)	CMKH	Guantanamo	(See 1130 kc)	(0.25)		(II)
1150	CMCA	Havana	Radio Publicidad Tropico S. A.	10.0		II (III-E)
(1160)	CMJK	Camaguey	Jones, Castrillon y Cia.	(1.0)	(L-KSL)	(II)
1170	CMAR	Artemisa	Manuel Diaz Autran	0.25	DA-N	II
	CMKB	Santiago de Cuba	Union Radio S. A.	1.0		II
1190	CMJD	Ciego de Avila	Union Radio S. A.	0.25		III-B
	CMK	Havana	Fausto Montiel	0.25		II
1210	CMHK	Cruces	Virgilio Villanueva Bravo	0.25		II
1220	CMKO	Holguin	Manuel Angulo Ferran	0.25		II
(1220)	CMHK	Cruces	(See 1210 kc)	(1.0)		(II)
1230	CMCO	Havana	Edelberto Perez Rubio	0.25		IV
	CMJX	Moron	Dr. Pablo Castellanos Caballero	0.25		IV
1240	CMAD	Artemisa	Manuel Domingues Motolongo	0.25		IV
	CMGF	Matanzas	RHC Cadena Azul S. A.	0.25		IV
(1240)	CMGW	Matanzas	(See 1100 kc)	(0.5)		(IV-E)
	CMKE	Victoria de las Tunas	Humberto Anteres Pena	(0.25)		(IV)
1250	CMHP	Cabaiguan	Borgos Enriquez	0.25		IV
	CMKA	Guantanamo (Santiago de Cuba)	Cadena Oriental de Radio S. A.	0.25		IV
1260	CMCI	Havana Bayamo	Cadena Oriental de Radio S. A.	5.0 0.25		III
1270	CMJC	Camaguey	Cadena Camagueyana de Radio	1.0		III-A
1280	CMHA	Sagua la Grande	Justiniano Valdes Aguado	0.25		II
1290	CMCW	Havana	Gilb. y Mario Lavin Dominguez	0.25		II (IV)
	CMDC	Holguin	Cadena Oriental de Radio S. A.	1.0		III-A
(1290)	CMKC	Santiago de Cuba	(See 770 kc)	(1.0)		(III)
(1300)	CMAN	Pinar del Rio	(See 840 kc)	(1.0)		(III)
1300	CMJQ	Nuevitas	Juan Filguieras Cabaleiro	1.0		III
1310	CMHO	Santa Clara	Org. Insular de Radio	1.0		III-A
(1320)	CMDA	Santiago de Cuba		0.1		(III)
1330	CMCB	Havana	Radio Reloj S. A.	1.0		III-A
1340	CMJF	Camaguey	Radio Camaguey	1.0		II (IV-E)
	CMGU	Matanzas	Cadena Oriental de Radio S. A.	0.25		IV
(1340)	CMKY	Puerto Padre	(See 1350 kc)	(0.25)		(IV)
	CMAL	Pinardel Rio	Radioccidente S. A.	(0.25)		(IV)
1350	CMHJ	Cienfuegos	Union Radio S. A.	0.25 (1.0)		IV (III)
	CMKY	Puerto Padre	Pedro Zacca Cheda	1.0		IV
1360	CMBG	Havana	Dr. Antonio Fuentes Rodriguez	0.25		III
(1360)	CMDC	Santiago de Cuba	(See 1290 kc)	(1.0-D) (0.5-N)		(III)
1370	CMJH	Ciego de Avila	Luis Marauri Mendoza	0.25 (0.5)		IV (III)
1390	CMBX	Havana	Alberto Alvarez Ferrera	0.25 (0.5)		IV (III)
	CMKX	Bayamo	Aistides Gervet Villafane	0.25 (0.5) (0.5)		IV (III)
1400	CMGL	Matanzas	Cadena Oriental de Radio S. A.	0.25		IV
	CMJI	Florida	Dr. Osvaldo Moran Artega	0.25		IV
	CMKQ	San Luis		0.25		IV
	CMKT	Holguin		0.5		III
1410	CMHC	Santa Clara (Assigned 1480 kc)		1.0-D 0.5-N		III
1420	CMCQ	Havana	Andres Martinez	0.25 (1.0)		IV (III)

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Latin American Stations

(Continued from page 475)

Frequency	Call	City	Owner or Operator	Power	DA	Class
1430	CMKZ	Palma Soriano	Maria Dominguez Dousseu	0.25		IV
1440	CMJW	Camaguey	Andres Moran Cisneros	0.25		IV
(1440)	CMGM	Colon		0.25		(IV)
(1450)	CMHL	Sancti Spiritus		(0.25)		(IV)
1460	CMCM	Havana	Cia. Transradio Columbia S. A.	0.25 (0.5)		III
	CMKQ	San Luis	Raul de Arms Trompeta	0.5 0.25		III-B
1470	CMGE	Cardenas	Genaro Sabater Fox	(0.5)		IV
	CMJO	Ciego de Avila	Bonifacio Idelfonso Morales	0.25 (0.5)		IV (III)
1480	CMHX	Cienfuegos	Eugenio Perez Mena	0.25 (0.5)		IV
(1480)	CMHC	Santa Clara		(1.0-D) (0.5-N)		(III)
1490	CMOX	Havana	Cia. Electronica S. A.	0.25		IV
	CMKG	Victoria de las Tunas	Ramon Espinosa Perez	0.25		IV
1520	CMBD	Marianao	Luis Perez Garcia	0.25		II
	CMKT	Holguin	Alfr. O. Sanchez Moregon (Moves to 1520 kc 3-11-53)	0.25		II
1550	....	Havana		(0.25)		(II)
	....	Banes		(0.25)		(II)
1560	CMZ	Havana	Ministry of Education	5.0	(DA)	I-B
	....	Guantanamo		0.25		II
	....	Banes	(Provisional operation)	0.25		II
(1560)	....	Santa Clara		(10.0)	(DA)	(I-B)
	CMHR	Sagua la Grande		0.25-D 0.1-N		II
(1570)	CMHR	Sagua la Grande (Assignment 1560 kc)		0.25-D 0.1-N		II
(1580)	CMJS	Ciego de Avila		(0.25-D)		(II)
1590	CMOA	Havana	Juan Fernandez Duran	0.25		II
	CMDF	Manzanillo		(0.25)		IV
(1590)	....	Holguin		0.25		(II)

DOMINICAN REPUBLIC

Frequency	Call	City	Owner or Operator	Power	DA	Class
610	HI8B	Santiago		1.0		II
620	HI3T	Ciudad Trujillo	J. Arismendi Trujillo	10.0		I-C
790	HIL	Ciudad Trujillo	Joaquin C. Pellicer	0.5		III-B
820	HI9Z	Santiago	Luis F. Moscoso C.	1.0-D 0.1-N		III-B
950	HIG	Ciudad Trujillo	Andres Cordero Puello	0.25		III-B
(1050)	....	Barahona		(0.25)		(II)
1220	HIN	Ciudad Trujillo	Partido Dominicano	0.75		II
1230	HI1L	Santiago	Joaquin C. Pellicer	0.25		IV
1240	HI9U	Puerto Plata	Luis A. Pelegrin	0.25		IV
(1250)	HI4C	San Francisco de Macoris	Manuel R Peralta	(1.0-D) (0.1-N)		(III-IV)
1310	H13V	Bani	Manuel Bello Hijo	0.5		III
(1330)	HI4B	Santiago	Abraham Vanderhorst	0.5		III
1350	HIZ	Ciudad Trujillo	Frank Hatton	1.0		III-B
1360	HI3J	San Pedro de Macoris		0.5		III
1380	HI6T	Santiago		1.0-D 0.5-N		III
1400	HI3A	Santiago	Expedi Pou	0.25		IV
1400	HIT	Ciudad Trujillo	Francisco A. Sanabia	0.2		IV
1440	HI4F	San Francisco de Macoris		1.0-D 0.1-N		III-IV
	HI2R	San Cristobal	Luis Alberti	0.25		IV
1490	HI2H	Ciudad Trujillo	Raf. E. Tavarez L.	0.2		IV

HAITI

Frequency	Call	City	Owner or Operator	Power	DA	Class
1300	4VW	Port-au-Prince	Ricardo Widmaier	0.5		
1470	4VGM	Port-au-Prince	Frank C. Magloire	0.4-SH		

JAMAICA

Frequency	Call	City	Owner or Operator	Power	DA	Class
880	ZQI	Kingston	Jamaica Broadcasting Co.	0.5		II
(1180)	....	Montego Bay		(5.0)		(II)

MEXICO

Frequency	Call	City	Owner or Operator	Power	DA	Class
540	XEWA	S. Luis Potosi, S. L. P.	Cadena Radiodif. Mex. S. A.	150.0	DA-N	I-A
550	XEAF	Tala, Jal.		0.15		IV
	XEKL	Jalapa, Ver.	Carlos Ferraez Matos.	1.0-D 0.25-N		IV
	XEPX	La Paz, B. C.		0.25		IV
	XEQW	Merida, Yuc.		5.0	DA-N	III-A
	XEUF	Uruapan, Mich.	Ignacio Navarro	0.3		
560	XEAH	S. Rosalia, B. C.		0.1		IV
	XEAK	Tecate, B. C.		0.25		IV
	XEOF	Mexico, D. F.		1.0		III-B
570	XELQ	Morelia, Mich.	Francisco Laris Iturbide	1.0		III-B
	XEHC	Monterrey, N. L.		5.0-D 0.25-N		III-B
	XEAV	Guadalajara, Jal.	Manuel Lopez Diaz	25.0	DA	III-A
	XEDZ	Cordoba, Ver.		1.0-D 0.45-N		III-B
	XEHA	Ciudad Camargo, Chih.	Hugo Pinera Limas	0.5-D 0.25-N		IV
	XEMU	Piedras Negras, Coah.	Alfonso L. Bres.	5.0-D 0.25-N		IV
590	XEHQ	Hermosillo, Son.	Radio Hermosillo	0.5		III-B
	XEPH	Mexico, D. F.	Cia. Mexico de Radiodif. S. A.	5.0		III-A
	XERT	Reynosa, Tam.	Ignacio Magallon	5.0-D 0.25-N		IV
600	XEBB	Acapulco, Gro.		1.0		III-B
	XEDN	Torreon, Coah.	Difusora del Norte S. A.	1.0		III-B
	XEZ	Merida, Yuc.	Jorge L. Palomeque	2.0		III-A
610	XEBX	Sabinas, Coah.	Radiodif. Coahuila S. A.	0.5		III-B
	XEJA	Jalapa, Ver.		1.0-D 0.5-N		III-B
	XELR	Veracruz, Ver.		0.1		IV
	XEUF	Uruapan, Michoa.	Ignacio Navarro	0.5		III-B
	XEWZ	Guanajuato, Gto.	Gonzalo Sanchez Gomez	0.25-D		IV
620	XEBU	Chihuahua, Chih.	Roberto O. Stevenson	1.0-D 0.25-N		IV
	XEGH	Reynosa, Tam.		0.25-D		III
	XEGO	Progresso, Yuc.		5.0	DA	III-A
	XENK	Mexico, D. F.	Gral. Brig. P. A. F. Proal Pardo	5.0		III-A
630	XEFB	Monterrey, N. L.	Emis. Inc. de Monterrey S. A.	5.0-D 0.5-N		III-B
	XEFU	Cosamaloapan, Ver.		2.0-D 0.75-N		III-B
	XEJB	Guadalajara, Jal.	State Government	0.5		III-B
	XETS	Tapachula, Chis.	Napolean Correa	0.5-D 0.25-N		IV
650	XEZM	Zamora, Mich.	La Viz del Comecio de Zamora	1.0-D		II
660	XEAY	Ciudad Delicia, Chih.		0.5-D		II
	XEBZ	Mexico, D. F.	Vocero Mexicano S. A.	0.5	DA-N	II
670	XEGZ	Ciudad Lerdo, Dur.		0.25-D		II
680	XEFJ	Teziutlan, Pue.		1.0-D		II
	XELG	Leon, Gto.	Radio Impuls. del Centro S. A.	5.0	DA-N	II
690	XEAC	Tijuana, B. C.	Jorge I. Rivera	5.0		I-B
	XEN	Mexico, D. F.	Guillermina P. de Del Conde	5.0		II
700	XEDV	Zapopan, Jal.		0.5-D		II
710	XEON	Tuxtla, Gutierrez, Chia.	Enrique Valero Arambula	1.0		II
730	XEX	Mexico, D. F.	Radio de Mexico S. A. de C. V.	500.0	DA	I-A
760	XECO	Zapopan, Jal.		0.5-D		II
	XEPK	Pachuca, Hgo.	Radio Publ. de Pachuca S. A.	0.25-D		II
	XETA	Zitacuaro, Mich.	Gabriel Saenz Gutierrez	0.25-D		II
770	XEHB	Santa Barbara, Chih.		0.5-D		II
790	XEBI	Aguascalientes, Ags.	Pedro C. Rivas	1.0-D 0.25-N		IV
	XEFE	Nuevo Laredo, Tam.	Ruberto Villarreal	1.0-D 0.5-N		III-B
	XENT	LaPaz, B. C.		2.0		III-A
	XEPA	Gomez Palacio, Dur.		0.25	DA	IV
	XEST	Saltillo, Coah.		5.0-D		III-B
	XERC	Mexico, D. F.	Radio Popular de Mexico	1.0		III-A
800	XEAN	Ocotlan, Jal.	Radio Ocotlan S. de R. L.	0.25		II
	XEBE	Tijuana, B. C.		0.5-D		II
	XELO	Ciudad Juarez, Chih.	Cia. Radio de Piedras Negras	150.0		I-A
810	XEFW	Tampico, Tam.	Flores y Matinez	50.0-D 30.0-N	DA-N	II
820	XEJZ	Cordoba, Ver.	J. Jac. Vda. de Zuniga	1.0-D		II
830	XELA	Mexico, D. F.	Radio Metropolitan S. A.	10.0-D 5.0-N	DA-N	II
840	XEBA	Guadalajara, Jal.	Jesus D. Gonzales	0.25-D		II
	XEGB	Coatzacoalcos, Ver.		0.25-D		II
860	XEDU	Durango, Dur.	Carlos C. Armas	1.0-D 0.5-N		II
	XEMO	Tijuana, B. C.	Fernando Federico Ferreira	5.0		II
	XEUN	Mexico, D. F.	Universidad Nacional de Mexico	5.0		II
900	XEW	Mexico, D. F.	Cadena Radiodifusora S. A.	250.0		I-A
910	XEAO	Mexicali, B. C.	Juan C. Chavez	0.25		IV
	XEMW	Monclova, Coah.		0.5-D		III-B
920	XEBH	Hermosillo, Son.	Carlos Balderrama	5.0-D 1.0-N		III-B
	XEBM	S. Luis Potosi, S. L. P.	Benjamin Briones	5.0-D 1.0-N		III-B
	XEGK	Papantla, Ver.		0.25		II
	XELT	Guadalajara, Jal.	Eduardo Reynoso Gonzalez	0.25		IV
	XEMJ	Piedras Negras, Coah.	Jesus L. Elizondo	1.0-D 0.25-N		IV
	XEOK	Monterrey, N. L.	Carlos Roa Montes de Oca	0.5-D 0.25-N 0.25-N		IV
940	XEBF	Mexicali, B. C.		0.25-D		II
	XEQ	Mexico, D. F.	Radio Panamericana S. A.	150.0-D 50.0-N 50.0-N		I-B
950	XEGM	Tijuana, B. C.	Gustavo Faist Fernandez	2.5-D 1.0-N	DA-N	III-A
960	XEDF	Neuvo Laredo, Tem.	Rafael Tijerina Carranza	5.0-D 1.0-N		III-A
	XEHK	Guadalajara, Jal.	Francisco E. Fregoso	0.25		IV
	XEOP	Hermosillo, Son.		0.5		III-B
	XEU	Veracruz, Ver.	Fernando Pazos Sosa	0.5		III-B

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XUM

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MEXICO is a *mighty* good neighbor in dollar-volume purchases of U. S. goods: 5 times more in 1946 than in 1940, totalling nearly a half billion dollars. And today (1951) another 25% boost to $711 million. Mexico, 3rd largest market in U. S. world trade, is a new world of trade for advertisers like Bayer, Canada Dry, Colgate, Parker, Sidney Ross, GE, Coca-Cola and scores more. They sell Mexico's 26 million consumers through Latin America's most important network—the 94 stations of Radio Programas de Mexico.

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The New Sales Frontier is South

Latin American Stations

(Continued from page 476)

Frequency	Call	City	Owner or Operator	Power	DA	Class
970	XEJ	Ciudad Juarez, Chih.	Pedro Meneses Jr.	5.0		III-A
	XEK	Mexico, D. F.	Arturo Martinez	1.0-D 0.5-N		III-B
	XELT	Guadalajara, Jal.	Eduardo Reynoso Gonzalez			III-B
	XEO	Matamoros, Tam.	Can. Maria Gonzalez	0.25 1.0		III-B
	XEVV	Villahermosa, Tab.		1.0-D 0.5-N		III-B
	XEHE	Irapuato, Gto.		1.0-D 0.1-N		III-B
980	XEFQ	Cananea, Son.	Pedro L. Diaz	0.5		III-B
	XEHG	Navojoa, Son.		1.0-D 0.25-N		IV
	XEJC	Cuernavaca, Mor.	Ed. Jimenez de la Cuesta	0.25		IV
	XETU	Tampico, Tam.	Impuls. Moderna del Radio S. A.	1.0		III-B
	XEXT	Tepic, Nay.	State Government	1.0		III-A
990	XECL	Mexical, B. C.	Alfonso A. Lacarra	5.0		II
	XET	Monterrey, N. L.	El Pregonere del Norte	50.0-D 5.0-N		II
1000	XEOY	Mexico, D. F.	Fomento de Radio S. A.	10.0		I-B
1010	XEDX	El Sauzal, B. C.		0.25-D		II
	XEHL	Guadalajara, Jal.	Radiodif. de Occidente S. A.	10.0-D 5.0-N 5.0-N		II
	XETX	Nuevo Casas Grandes, Chih.	Laureano Molinar Contreras	1.0-D 0.25-N		II
1030	XEQR	Mexico, D. F.	Corp. Mexicana de Radio S. A.	50.0	DA-N	II
1050	XED	Mexicali, B. C.	Carlos Blando	5.0-D 1.0-N	DA-N	II
	XEG	Monterrey, N. L.	La Voz de Norteamerica S. A.	100		I-A
1060	XEDP	Mexico, D. F.	Radio Gobernacion	50.0	DA-N	I-B
1080	XEGY	Tehuacan, Puebla		1.0-D 0.5-N		II
1090	XEHR	Pueblo, Pue.	Manuel R. Canale	0.25		II
	XELB	La Barca, Jal.	Ramon Alvarez Lopez	0.25-D		II
	XERB	Rosarito, B. C.	Interamericana de Radio S. A.	50.0	DA-N	I-B
	XERG	Nuevo Laredo, Tam.	Reynoldo Garza Alvarez	2.5-D		II
1110	XEFL	Rio Bravo, Tam.		0.25-D		II
	XEQB	Mexico, D. F.	Radio Central de Mexico	5.0	DA	II
1120	XETR	Ciudad Valles, S. L. P.	Tomas Oliva Banuelos	1.0-D		II
1130	XEFN	Urupan, Mich.		0.25-D		II
1140	XEFZ	Monterrey, N. L.		50.0	DA-N	I-B
	XEXO	Nuevo Laredo, Tam.	Julio Santo Coy	50.0		
1150	XEAD	Guadalajara, Jal.	Alejandro Diaz	0.125		IV
	XEJO	Monterrey, N. L.		1.0-D		III
	XEJP	Mexico, D. F.	Radio America S. A.	10.0	DA-N	III-A
	XEJS	Hidalgo del Parral, Chih.	Alfonso Perez Porras	0.5		III-B
1170	XECD	Puebla, Pue.	Roberto Canedo	0.35		II
	XEFD	Rio Bravo, Tam.		2.0-D		II
	XEIY	Aguascalientes, Ags.		0.5-D		II
1180	XEFR	Mexico, D. F.		1.0-D 0.25-N		II
	XEPK	Pachuca, Hgo.	Radio Publ.de Pachuca	1.0-D 0.25-N		
1190	XENL	Monterrey, N. L.		1.0-D 0.25-N		II
	XERP	Guadalajara, Jal.		10.0		I-B
1220	XEB	Mexico, D. F.	El Buen Tono S. A.	100.0		I-A
1240	XEBN	Ciudad Delicias, Chih.		0.25		IV
	XEBQ	Empalme, Son.	Roberto Gonzalez Mata.	0.5-D 0.25-N		IV
	XECA	Tampico, Tam.		0.25		IV
	XECE	Oaxaca, Oax.		0.25		IV
	XECG	Nogales, Son.		0.25		IV
	XECX	Poza Rica, Ver.		0.25		IV
	XEFP	Reynosa, Tam.		1.0-D 0.25-N		IV
	XEFV	Ciudad Juarez, Chih.	Dario Cordo Rocha	0.25		IV
	XEGV	Apatzingan, Mich.		0.25		IV
	XEMQ	Merida, Yuc.	Lazaro Achurra Suarez	1.0-D 0.25-N		IV
	XERZ	Leon, Gto.	Carlos Obregon Padilla	0.25		IV
	XES	Tampico, Tam.	Radio Televisora de Tampico	0.25		
	XETC	Torreon, Coah.		0.25		IV
1250	XEAT	Hidalgo del Parral, Chih.	Sucrs. de Jorge Perez	0.25		IV
	XEDK	Guadalajara, Jal.	Manuel Lopez Diaz	1.0		III-B
	XEDL	Hermosillo, Son.	Eufemia Esquer de Vidal	0.5		III-B
	XESJ	Saltillo, Coah.	Froylan Mier Narro	0.5		III-B
	XETF	Veracruz, Ver.	Sucrs. de Jose Rodr. Lopez	0.5		III-B
1260	XEBL	Culiacan, Sin.	Enrique Maxim. Gomez Blanco	1.0-D 0.5-N		III-B
	XEDW	Minatitlan, Ver.	Sucrs. de Hector Silva Canto	0.25		IV
	XEL	Mexico, D. F.	Herdez S. A.	5.0-D 1.0-N		III-B
	XEMF	Monclova, Coah.	Alfonso L. Bres.	0.25		IV
	XEPO	San Luis Potosi, S. L. P.	Alejandro Espinosa Pitman	0.25		IV
	XER	Linares, N. L.	Radio Linares S. A.	0.25		IV
1270	XEAX	Oaxaca, Oax.	Delia Rodriguez de Marquez	0.5		III-B
	XEAZ	Tijuana, B. C.	Fernando Sanchez Mayans	0.5		III-B
	XEFM	Leon, Gto.		0.1		IV
	XEGL	Navajoa, Son.	Fausto M. Gomez	0.5		III-B
	XEGW	Acambaro, Gto.		0.25		IV
	XEME	Merida, Yuc.		0.5		III-B
	XEJW	Jalapa, Ver.	Mariano Caraza	0.25		IV
	XEOH	Ciudad Camargo, Chih.		0.15		IV
	XEZU	Zacapu, Mich.	Guillermo Calzada Cervantes	0.25		IV
1280	XEAG	Cordoba, Ver.	Luz Maria Zuniga de Miguel	1.0		III-B
	XEAW	Monterrey, N. L.	Jesus D. Gonzalez	5.0-D 0.5-N		III-B
	XEBW	Chihuahua, Chih.	Radioemisora del Norte	1.0-D 0.6-N		III-B
	XEE	Durango, Dgo.	Jose Valenzuela	1.0-D 0.25-N		
	XEGJ	Guadalajara, Jal.	Quirino Francisco Gonzalez	0.25		IV
	XELK	Zacatecas, Zac.	Macias y Acevedo	0.25		IV
	XERL	Colima, Col.	J. Roberto Levy	0.25		IV
	XESQ	San Giguel Allende, Gto.		0.1		IV
1290	XEAP	Ciudad Obregon, Son.	Emillo Manzanilla	0.1		IV
	XEDA	Mexico, D. F.	Publ. Com de Mexico S. A.	1.0		III-A
1300	XEGA	San Andres Tuxtla, Ver.		0.5		III-B
	XECQ	Culiacan, Sin.	Radio Culiacan S. A.	1.0-D 0.5-N		III-B
	XEP	Ciudad Juarez, Chih.	Esteban Parra	0.5		III-B
	XESF	Morelia, Mich.	Jose Martinez Ramirez	0.5		III-B
1310	XEAL	La Paz, B. C.		0.5		III-B
	XEBP	Torreon, Coah.	La Voz de la Laguna S. A.	10.0-D 0.25-N		IV
	XEC	Tijuana, B. C.	Luis Enrique Encisco	0.25		IV
	XEFH	Agua Prieta, Son.	Jesus Rodriguez Verdugo	1.0-D		III
	XEHV	Veracruz, Ver.	Sucrs. de Juan A. Palavicini	1.0		III-A
	XEJE	Guadalajara, Jal.	Difusoras de Occidente S. A.	0.25		IV
	XEVH	Valle Hermosa, Tam.		0.25-D		IV
1320	XEAI	Mexico, D. F.	G. N. Medina y Loc. Ag. Ramos	0.5		III-B
	XEJZ	Ciudad Jimenez, Chih.		0.5-D 0.25-N		[illegible] IV-N
	XERJ	Mazatlan, Sin.	Oscar Perez E.	1.0-D 0.5-N		III-B
	XESR	Santa Rosalia, B. C.		0.5		III-B
	XESY	Magdalena, Son.		0.2		IV
1330	XEBO	Irapuato, Gto.	Alfonso Martinez	0.5		III-B
	XEEA	Salina Cruz, Oax.		0.5		III-B
	XEFC	Merida, Yuc.	Rafael Rivas Franco	0.5		III-B
	XEKS	Saltillo, Coah.	Elfrain Lopez	0.1		IV
1340	XEAA	Mexicali, B. C.	Consuelo Tonnela King	0.25		IV
	XEBJ	Ciudad Victoria, Tam.	Fernando Elizalde	0.25		IV
	XEBK	Nuevo Laredo, Tam.	Juan Manuel Cortes	0.1		IV
	XECI	Acapulco, Gro.		0.25		IV
	XECJ	Apatzingam, Mich.		0.25		IV
	XECK	Durango, Dgo.		0.25		IV
	XECR	Morelia, Mich.		0.25-D		IV
	XEDH	Villa Acuna, Coah.	Oscar Gonzalez Galindo	0.25		IV
	XEFA	Jalapa, Ver.	Adolfo Alvarez	0.25		IV
	XEJK	Ciudad Delicias, Chih.	Amador Ronquillo Reza	0.25		IV
	XELW	Guadalajara, Jal.	Salvador Galindo de la Torre	0.25		IV
	XEMA	Fresnillo, Zac.	Jose Miguel Acevedo Moya	0.25		IV
	XEMT	Matamoros, Tam.	Severo Garza Saenz	0.25		IV
	XEOM	Coatzacoalcos, Ver.	Daniel Schact Perez	1.0-D 0.25-N		IV
	XEOX	Ciudad Obregon, Son.	Felipe G. de Leon	1.0-D 0.5-N		
	XESL	San Luis Potosi, S. L. P.	Guadalupe Delgado Ramirez	0.25		IV
	XEUX	Tuxpan, Nay.	Salvador Hrena Benitez	0.25		IV
1350	XEQK	Mexico, D. F.	Guillermo Morales B.	1.0		III-A
	XETB	Torreon, Coah.	Radio Laguna S. A.	1.0-D 0.25-N		III-B
	XETM	Naco, Son.	Jesus Manuel Franco	1.0		III-B
1360	XEKF	Iguala, Gro.	Rafael Campos Marquina	1.0-D 0.5-N		III-B
	XEON	Tuxtla Gutierrez,	Enrique Balero Arambula	0.5		
	XESA	Culiacan, Sin.	Pablos y Elizalde	0.5		III-B
	XEY	Celaya, Gto.		1.0-D 0.25-N		IV
1370	XEA	Campeche, Camp.	Casanoba Brito	1.0		III-B
	XEDG	Guadalajara, Jal.		0.5		III-B
	XEHF	Nogales, Son.	Gaston Mascarenas	1.0		III-A
	XEMR	Monterrey, N. L.	Enrique Serna Martinez	0.5		III-B
	XETO	Tampico, Tam.	Radio Tiempo S. de R. L. de C. V.	0.25		
	XETQ	Orizaba, Ver.	Sucrs. de Francisco Campos H.	0.25		IV

XUM

Frequency	Call	City	Owner or Operator	Power	DA	Class
1380	XELF	Nueva Rosita, Coah.		0.25		IV
	XEMX	Mexico, D. F.	Publ. Com. de Mexico S. A.	1.0		III-B
	XERK	Tepic, Nay.	Darip Mondragon	0.5		III-B
1390	XEKN	Monclova, Coah.		0.5		III-B
	XEM	Chihuahua, Chih.	Pedro Meneses Jr.	0.5		III-B
	XEOR	Reynosa, Tam.	Cond. S. Vda. de Gonzalez	1.0		III-B
	XERW	Leon, Gto.	Augustin Obregon Padilla	0.25		IV
	XETK	Mazatlan, Sin.	Radio Emisors de Occidente	0.5		III-B
	XETL	Tuxpan, Ver.	Calixte Almazan	1.0		III-B
1400	XEAB	Santa Ana, Son.	Alfredo Marin Castro	0.25		IV
	XEAJ	Navojoa, Son.		0.1		IV
	XECN	Progreso, Yuc.		0.25		IV
	XECS	Manzanillo, Col.		0.25		IV
	XEDE	Saltillo, Coah.	Enrique Martinez y Martinez	0.25		IV
	XEDQ	San Andres Tuxtla, Ver.		0.25		IV
	XEDU	Durango, Dgo.	Carlos C. Armas	0.25		IV
	XEI	Morelia, Mich.	Tiburcio Ponce	1.0-D 0.25-N		IV
	XEJA	Jalapa, Ver.	Adolfo Alvarez	0.1		IV
	XEJF	Nueva Rosita, Coah.		0.5-D 0.15-N		IV
	XEKJ	Acapulco, Gro.	Ramon Ortega Escobedo	1.0-D		IV
	XEMH	Merida, Yuc.	Man. Aranjo Echcverria	0.25		
	XEPF	Ensenada, B. C.	Luis Enrique Encisco	0.2		IV
	XEPO	San Luis Potosi, S. L. P.	Alejandro Espinosa Pitman	0.1		
	XERS	Gomez Palacio, Dgo.		0.25		IV
	XESB	Santa Barbara, Chih.	Domingo Salayandia Najera	0.15		IV
	XESP	San Pedro Tlaquepaque, Jal.	Herminio Macias Alonso	0.25		IV
	XETO	Tampico, Tam.	Radio Tiempo S. de R. L. de C. V.	0.25		IV
	XETX	N. Casas Grandes, Chih.	Laureano Molinar Contreras	0.25		
	XEWF	Cuautla, Mor.	Fernando Diaz Enriquez	0.1		IV
	XEXB	Jalapa, Ver.		0.5-D 0.25-N		IV
1410	XEAS	Nuevo Laredo, Tam.	Jose Maria Villarreal	0.25		IV
	XEBS	Mexico, D. F.	Hispano Mexicano S. A.	1.0		III-B
	XECF	Los Mohis, Sin.	Francisco Perez H.	1.0-D 0.5-N		III-B
1420	XEDS	Mazatlan, Sin.	Alexjandro A. Schober	1.0-D 0.5-N		III-B
	XEF	Ciudad Juarez, Chih.	Jose Carlos Amaya	5.0-D 0.5-N		III-B
	XEFS	Cuernavaca, Mor.		0.25		IV
	XEH	Monterrey, N. L.	Radio Tarnava S. de R. L.	1.0		III-A
	XEJC	Cuernavaca, Mor.	Miguel Angel T. Benitez	0.25		
	XEMS	Matamoros, Tam.		0.25-D		IV
	XEWE	Irapuato, Gto.	Felipe Gallardo	0.1		IV
	XEWJ	Tehuacan, Pue.	Jaime Retif Del Morel	0.25		IV
	XEXX	Tijuana, B. C.	Jose J. Clark, Fern. Fed. Ferrei	2.0		III-A
1430	XEBC	Ciudad Guzman, Jal.	Roberto Chavez Gonzalez	0.25		IV
	XECZ	San Luis Potosi, S. L. P.	Radiodif. Mexicana	1.0		III-A
	XELL	Veracruz, Ver.	Carlos Ferraez Matos	5.0-D 0.25-N		IV
	XEOX	Ciudad Obregon, Son.	Felipe G. de Leon	1.0-D 0.5-N		III-B
	XERN	Nueva, Rosita, Coah.		0.1		IV
	XEHD	Ciudad Miguel Aleman, Tam.		0.25-D 0.15-N		IV
1440	XEFI	Chihuahua, Chih.	Pregon. del Est. de Chih.	1.0		III-B
	XELZ	Mexico, D. F.	Maria Cardena de Zetina	5.0-D 1.0-N		III-A
1450	XEAM	Matamoros, Tam.	Manuel L. Salinas	0.25		IV
	XECB	San Luis Rio Colorado, Son.	Carlos Elando	0.25		IV
	XECM	Ciudad Mante, Tam.		0.25		IV
	XECP	Ciudad Victoria, Tam.		0.1		IV
	XECT	Ojinaga, Chih.		0.25		IV
	XEDJ	Magdalena, Son.	Jesus L. Rochin	0.1		IV
	XEDY	Merida, Yuc.		0.25		IV
	XEFG	Tecuala, Nay.		0.125		IV
	XEFY	Ensenada, B. C.		0.1		IV
	XEGC	Saguayo, Mich.	Alberto Barragan Degollado	0.25		IV
	XEGF	Culiacan, Sin.		0.25		IV
	XEJM	Monterrey, N. L.		0.25		IV
	XEJX	Queretaro, Qro.	Radio Emisora Queretaro	0.25		

Frequency	Call	City	Owner or Operator	Power	DA	Class
	XENA	Queretaro, Qro.	Ramon Rodriquez Familiar	1.0-D 0.25-N		IV
	XEPP	Orizaba, Ver.	Radio Impulsora de Orizaba	0.25		IV
	XERK	Tepic, Nay.	Dario Mondragon	0.1		
	XESZ	Zihuatanejo, Gro.		0.25		IV
	XEXZ	Zacatecas, Zac.	Manuel Llamas Felix	0.25		IV
	XEYZ	Aguascalientes, Ags.	Luis Chavez Calvillo	0.1		IV
1460	XEHX	Ciudad Obregon, Son.		0.25		IV
	XELX	Zitacuaro, Mich.		10.0	DA-N	III-A
	XES	Tampico, Tam.	Difusora Portena S. de R. L.	1.0		III-A
	XESH	Sabinas, Coah.		1.0-D		III-B
	XETU	Tampico, Tam.	Impuls. Moderna del Radio	1.0		
	XEXQ	San Luis Potosi, S. L. P.		0.25		IV
	XEYC	Ciudad Juarez, Chih.	Ysela Fern. Caball. de Yanez	1.0		III-B
1470	XEAU	Tijuana, B. C.	Manuel Acuna Varela	5.0		III-A
	XECU	Los Mochis, Sin.	Luis Perez Gomez	0.25		IV
	XEHI	Ciudad Miguel Aleman, Tam.		0.5-D 0.25-N		IV
	XESM	Mexico, D. F.	Salvador San Mertin	5.0		III-A
1480	XEAR	Monterrey, N. L.	Alfonso Flores Lopez	1.0-D 0.5-N		III-B
	XEFO	Poza Rica, Ver.		5.0-D 0.5-N		III-B
1490	XEAQ	Agua Prieta, Son.	Manuel Rodriguez	0.25		IV
	XECH	Toluca, Mex.	Rodolfo Llamas	0.25		IV
	XECV	Guasave, Sin.		0.25		IV
	XECW	Veracruz, Ver.		0.1		IV
	XEDR	Guaymas, Son.	Sucrs. de Modesto Ortega.	0.5-D 0.25-N		IV
	XEFF	Matehuala, S. L. P.		0.25		IV
	XEGS	Cuassave, Sin.	Radio Cuassave S. A.	0.25		
	XEGT	Zamora, Mich.	Radio Zamora S. de R. L.	0.25		IV
	XEGU	Huauchinango, Puebla		0.25-D		III-B
	XEJR	Hidalgo del Parral, Chih.		0.1		IV
	XEMH	Merida, Yuc.	Alvaro Barquet Y.	0.25		IV
	XEOB	Torreon, Leon		0.25		IV
	XERA	Chihuahua, Chih.	Red Nacional Radiomisora S. A.	0.25		IV
	XERO	Aguascalientes, Ags.	Radio Hidrotermopolitana	0.25		IV
	XESM	Mexico, D. F.	Salvador San Martin	5.0		
	XEWG	Ciudad Juarez, Chih.	Carlos Mendez	0.25		IV
	XEXU	Saltillo, Coah.		0.1		IV
1500	XERH	Mexico, D. F.	"A. R. S. E." S. A.	5.0-D 0.5-N		II
1520	XEDB	Tehuacan, Pue.		0.25		II
	XEGD	Hidalgo del Parral, Chih.		1.0-D		III
	XEHT	Huamantla, Tlax	Alf. Macias y Mario Pardo S.	0.25-D		II
	XEJX	Queretaro, Qro.	Radio Emisora Queretana	0.25-D		II
	XENA	Queretaro, Qro.	Ramon Rodriquez Familiar	1.0		
1540	XENC	Celaya, Gto.	El Heraldo del Bajio	0.25		II
	XEQN	Hermosillo, Son.		5.0		II
1550	XEBG	Tijuana, B. C.	Octavio B. Lelevier	1.0		II
	XEML	Mexico, D. F.	Roberto Valeggi Esparza	2.0		
	XEXO	Nuevo Laredo, N. L.		50.0	DA-N	I-B
1560	XEDC	Aguascalientes, Ags.		0.25		II
	XEDD	Monterrey, N. L.		0.5-D		II
	XEQZ	Ciudad Ciauhtemoc, Chih.		5.0-D 2.0-N		II
	XERX	Salamanca, Gto.	Ernesto Bravo Vargas	1.0-D 0.25-N		II
1570	XEDI	Queretaro, Que.		1.0-D		II
	XEGE	Mexicali, B. C.		1.0-D		II
	XERF	Villa Acuna, Coah.	Cia. Radiodif. de Coahuila S. A.	50		I-A
1580	XEDM	Hermosillo, Son.	Cia. Radio Pacifico	50.0		II
	XEGP	Morelia, Mich.		0.5-D		III-B
1590	XEGQ	Monterrey, N. L.		5.0	DA-N	III-B
	XEKT	Tecate, B. C.		1.0-D		III
	XEMC	Mexico, D. F.	Dol. G. Estrada de Ferreiro	5.0		III-A
	XENS	Nogales, Son.		5.0		III-A
1600	XEAE	Villa Acuna, Coah.		5.0		III-A
	XEDO	Acapulco, Gro.	Heriberto Guizar	0.5		I-B
	XELC	La Piedad, Mich.	Castro	5.0-D 1.0-N		III-A

XUM

International Broadcasting Stations of the United States

Authorized by FCC as of Dec. 15, 1952

Note: These U. S. shortwave stations, operated under contract by the Government, are programmed by the International Broadcasting Division, Office of International Information, Department of State. (Under the 1953 fiscal year Appropriations Act, private licensees may program their stations up to 25% of the broadcast time.) Frequencies range in the 6-25 mc band.

Call Sign	Equipment Installation Number	Power (Watts)	Licensee	Location
WABC	(1)	50,000	Columbia Bcstg. System	Brentwood, N. Y.
	(2)	50,000	Columbia Bcstg. System	Brentwood, N. Y.
	(3)	50,000	Columbia Bcstg. System	Brentwood, N. Y.
	(4)	10,000	Columbia Bcstg. System	Brentwood, N. Y.
	(5)	50,000	Columbia Bcstg. System	Wayne, N. J.
	(6)	50,000	Columbia Bcstg. System	Wayne, N. J.
KCBR	(1)	200,000	Columbia Bcstg. System	Delano, Calif.
	(2)	50,000	Columbia Bcstg. System	Delano, Calif.
	(3)	50,000	Columbia Bcstg. System	Delano, Calif.
	(4)	100,000	Columbia Bcstg. System	Delano, Calif.
	(5)	100,000	Columbia Bcstg. System	Delano, Calif.
WRCA	(1)	50,000	National Bcstg. Co.	Bound Brook, N. J.
	(2)	50,000	National Bcstg. Co.	Bound Brook, N. J.
	(3)	50,000	National Bcstg. Co.	Bound Brook, N. J.
	(4)	50,000	National Bcstg. Co.	Bound Brook, N. J.
	(5)	50,000	National Bcstg. Co.	Bound Brook, N. J.
	(6)	50,000	National Bcstg. Co.	Bound Brook, N. J.
KRCA	(1)	50,000	National Bcstg. Co.	Dixon, Calif.
	(2)	50,000	National Bcstg. Co.	Dixon, Calif.
	(3)	200,000	National Bcstg. Co.	Dixon, Calif.
	(4)	100,000	National Bcstg. Co.	Dixon, Calif.
	(5)	100,000	National Bcstg. Co.	Dixon, Calif.
WGEO	(1)	100,000	General Electric Co.	Schenectady, N. Y.
	(2)	50,000	General Electric Co.	Schenectady, N. Y.
	(3)	25,000	General Electric Co.	Schenectady, N. Y.
KEGI	(1)	50,000	General Electric Co.	Belmont, Calif.
	(2)	100,000	General Electric Co.	Belmont, Calif.
WLWO	(1)	75,000	Crosley Corp.	Mason, Ohio
	(2)	50,000	Crosley Corp.	Mason, Ohio
	(3)	200,000	Crosley Corp.	Bethany, Ohio
	(4)	200,000	Crosley Corp.	Bethany, Ohio
	(5)	200,000	Crosley Corp.	Bethany, Ohio
	(6)	200,000	Crosley Corp.	Bethany, Ohio
	(7)	200,000	Crosley Corp.	Bethany, Ohio
	(8)	200,000	Crosley Corp.	Bethany, Ohio
WBOS	(1)	50,000	Westinghouse Radio Stations Inc.	Hull, Mass.
KWID	(1)	100,000	Associated Bcstrs. Inc.	San Francisco
	(2)	50,000	Associated Bcstrs. Inc.	San Francisco
WRUL*	(1)	50,000	World Wide Bcstg. Corp.	Scituate, Mass.
	(2)	50,000	World Wide Bcstg. Corp.	Scituate, Mass.
	(3)	50,000	World Wide Bcstg. Corp.	Scituate, Mass.
	(4)	20,000	World Wide Bcstg. Corp.	Scituate, Mass.
	(5)	7,000	World Wide Bcstg. Corp.	Scituate, Mass.

* Retain 25% of effective daily broadcasting time for private operations.

Canadian International Stations

Call Letters	Licensee and Transmitter Location	Freq. in mc	Power in Watts
CFCX	Canadian Marconi Co., Montreal, Que.	6.005	75
CFRX	Rogers Radio Broadcasting Co. Ltd., Toronto	6.07	1,000
CFVP	Voice of the Prairies Ltd., Calgary, Alta.	6.03	100
CHNX	Maritime Broadcasting Co. Ltd., Halifax, N. S.	6.13	500
CJCX	Eastern Broadcasters Ltd., Sydney, N. S.	6.01	1,000
CKRO	Transcanada Communications Ltd., Winnipeg, Man.	6.15	2,000
CKRX	Transcanada Communications Ltd., Winnipeg, Man.	11.72	2,000
CKFX	Western Broadcasting Co. Ltd., Vancouver, B. C.	6.08	10
VE9AI	Edmonton Journal Ltd., Edmonton, Alta.	6.005	200
		9.54	200

Canadian Broadcasting Corp. Stations

Call Letters	Licensee and Transmitter Location	Freq. in mc	Power in Watts
CBNX	St. John's, Newfoundland.	5.97	300
CBFW	Vercheres, Que.	6.09	7,500
CBFX	Vercheres, Que.	9.61	7,500
CBFY	Vercheres, Que.	11.705	7,500
CBFZ	Vercheres, Que.	15.19	7,500
CBLX	Vercheres, Que.	15.09	7,500
CBFA	Vercheres, Que.	11.76	7,500
CBFL	Vercheres, Que.	11.72	7,500
CBFO	Vercheres, Que.	9.63	7,500
CBFR	Vercheres, Que.	9.52	7,500
CBRX	Vancouver, B. C.	6.16	150
CKOB	Sackville, N. B.	6.09	50,000
CKLO	Sackville, N. B.	9.63	50,000
CKXA	Sackville, N. B.	11.705	50,000
CKCX	Sackville, N. B.	15.19	50,000
CKNC	Sackville, N. B.	17.82	50,000
CHAC	Sackville, N. B.	6.16	50,000
CHLS	Sackville, N. B.	9.61	50,000
CHOL	Sackville, N. B.	11.72	50,000
CHLA	Sackville, N. B.	21.71	50,000
CKEX	Sackville, N. B.	11.9	50,000
CKLX	Sackville, N. B.	15.09	50,000
CKCS	Sackville, N. B.	15.32	50,000
CKRA	Sackville, N. B.	11.76	50,000
CKRP	Sackville, N. B.	21.6	50,000
CKRZ	Sackville, N. B.	6.06	50,000

Non-Commercial Educational FM Broadcast Stations

December 15, 1952

(*) Indicates construction permit only

City	Call	Licensee	Fre-quency	Effective Radiated Power
		ALABAMA		
Tuscaloosa	WUOA	U. of Alabama	91.7 mc	4.8 kw
		ARIZONA		
Phoenix	KFCA	Phoenix College	88.5 mc	10 w
		CALIFORNIA		
Long Beach	KLON	Board of Education	88.1 mc	10 w
Los Angeles	KUSC	U. of Southern California	91.5 mc	2.9 kw
Oceanside	KOEN	Oceanside-Carlsbad Union High School District	89.7 mc	10 w
San Diego	KSDS	San Diego Unified School District	88.3 mc	375 w
San Francisco	KALW	San Francisco Unified School District	91.7 mc	1.25 kw
San Mateo	KCSM*	San Mateo Junior College	90.9 mc	10 w
Santa Clara	KSCU*	U. of Santa Clara	90.1 mc	530 w
Santa Monica	KCRW	Santa Monica School Board	89.9 mc	460 w
Stockton	KCVN	College of the Pacific	91.3 mc	3.4 kw
		COLORADO		
Colorado Spgs.	KRCC	Colorado College	91.3 mc	10 w
		FLORIDA		
Lakeland	WFSI	Florida Southern College	88.1 mc	10 w
Miami	WTHS	Lindsey Hopkins Vocational School, Dade County Board of Public Instruction	91.7 mc	400 w
Tampa	WTUN*	U. of Tampa	88.9 mc	770 w
Winter Park	WPRK*	Rollins College	91.5 mc	......
		GEORGIA		
Atlanta	WABE	Board of Education	90.1 mc	4.8 kw
		ILLINOIS		
Chicago	WBEZ	Board of Education	91.5 mc	15 kw
Evanston	WNUR	Northwestern	89.3 mc	10 w
Elgin	WEPS	Board of Education Union School District No. 46	88.1 mc	10 w
Urbana	WIUC	U. of Illinois	91.7 mc 89.9 mc*	100 w 320 kw*
		INDIANA		
Evansville	WEVC	Evansville College	91.5	1.9 kw
Greencastle	WGRE	DePauw U	91.7 mc	10 w
Huntington	WVSH	School City of Huntington	91.9 mc	10 w
Indianapolis	WAJC	Butler U	91.9 mc	10 w
Muncie	WWHI	Wilson Junior High School	91.5 mc	10 w
New Albany	WNAS	School City of New Albany	88.1 mc	10 w
New Castle	WYSN*	New Castle Henry Township Schools	91.1	10 w
Wabash	WSKS*	School City of Wabash	91.3 mc	10 w
		IOWA		
Ames	WOI-FM	Iowa State College of Agriculture and Mechanical Arts.	90.1 mc	15.5 kw
Des Moines	KDPS	Independent School District	88.1 mc	1.5 kw
Waverly	KWAR	Wartburg Normal College	89.1 mc	10 w
Iowa City	KSUI	State U. of Iowa	91.7 mc	17.5 kw
		KANSAS		
Emporia	KSTE*	Kansas State Teachers College	88.7 mc	350 w
Lawrence	KANU*	U. of Kansas	91.5 mc	35 kw
Manhattan	KSDB-FM	Kansas State Teachers College	88.7 mc	350 w
Ottawa	KTJO-FM	Ottawa U	88.1 mc	10 w
Wichita	KMUW	Municipal U. of Wichita	89.1 mc	10 w
		KENTUCKY		
Lexington	WBKY	U. of Kentucky	91.3 mc	2.3 kw
Louisville	WFPL	Free Public Library	89.3 mc	63 w
Louisville	WSDX	Southern Baptist Theological Seminary	90.3 mc	10 w
		LOUISIANA		
Baton Rouge	WLSU	Louisiana State U.	91.7 mc	1.8 kw
New Orleans	WBEH	P. G. Beauregard School	89.3 mc	10 w
		MARYLAND		
Baltimore	WBJC	Baltimore Junior College	88.1 mc	125 w
		MASSACHUSETTS		
Amherst	WMUA	U. of Massachusetts	91.1 mc	10 w
Boston	WERS	Emerson College	88.9 mc	330 w
Boston	WBUR	Boston U	90.9 mc	20 kw
Boston	WGBH	WGBH Educational Foundation	89.7 mc	16 kw
Springfield	WEDK*	School Committee of Springfield	91.7 mc	10 w
		MICHIGAN		
Ann Arbor	WUOM	U. of Michigan	91.7 mc	44 kw
Detroit	WDTR	Board of Education	90.9 mc	2 kw
East Lansing	WKAR-FM	Michigan State College	90.5 mc	9.7 kw
Flint	WEBE*	Board of Education	88.9 mc	1.3 kw
Kalamazoo	WMCR	Western Michigan College of Education	91.1 mc	400 w

City	Call	Licensee	Frequency	Effective Radiated Power
MINNESOTA				
St. Paul	WNOV	Northwest Vocational Institute	89.1 mc	10 w
MISSOURI				
St. Louis	KSLH	Board of Education	91.5 mc	12.5 kw
MISSISSIPPI				
Meridan	WMMI	Meridan Municipal Junior College	88.1 mc	10 w
NEW JERSEY				
Newark	WBGO*	Board of Education	88.3 mc	20 kw
South Orange	WSOU	Setan Hall College	89.5 mc	2 kw
NEW MEXICO				
Albuquerque	KANW	Board of Education	89.1 mc	350 w
NEW YORK				
Brooklyn, NYC	WNYE	Board of Education	91.5 mc	20 kw
Floral Park	WSHS	Sewanhaka High School	90.3 mc	350 w
Ithaca	WITJ	Ithaca College	91.7 mc	10 w
New York	WFUV	Fordham U	90.7 mc	3.5 kw
Syracuse	WAER	Syracuse U	88.1 mc	730 w
Springville	WSPE	Board of Education Central School District No. 1 of towns of Concord, Sardinia and Collins (Erie County) and Ashford, Yorkshire and East Otto (Cattarangus County)	88.1 mc	10 w
Troy	WEVR	Veterans Vocational School	91.3 mc	460 w
NORTH CAROLINA				
High Point	WHPS	Board of School Commissioners	89.3 mc	10 w
Greensboro	WGPS	Board of Trustees Greensboro City Administrative Unit.	88.9 mc	10 w
OHIO				
Athens	WOUI	Ohio U	91.5 mc	10 w
Bowling Green	WBGU	Bowling Green State U	88.1 mc	10 w
Cleveland	WBOE	Board of Education	90.3 mc	10 kw
Columbus	WOSU-FM	Ohio State U	89.7 mc	14 kw
Delaware	WSLN*	Ohio Wesleyan U	91.1 mc	10 w
Kent	WKSU-FM	Kent State U	88.1 mc	10 w
Oxford	WMUB	Miami U	88.1 mc	10 w
Toledo	WTDS	Board of Education	91.3 mc	730 w
OKLAHOMA				
Norman	WNAD-FM	State U. of Oklahoma	90.9 mc	7 kw
Oklahoma City	KOKH	Board of Education	88.9 mc	7.6 kw
Shawnee	KGBC*	Oklahoma Baptist U	89.9 mc	10 w
Tulsa	KWGS	U. of Tulsa	90.5 mc	1.1 kw
OREGON				
Eugene	KWAX	State Board of Higher Education	88.1 mc	10 w
Eugene	KRVM	School District No. 4, Lane County	90.1 mc	400 w
Oretech	KTEC	Oregon Technical Institute	88.1 mc	10 w
PENNSYLVANIA				
Havertown	WHHS	Haverford Township Senior High School	89.3 mc	10 w
Pittsburgh	WDUQ	Duquesne U	91.5 mc	2.75 kw
Philadelphia	WPWT	Philadelphia Wireless Technical Institute	91.7 mc	125 w
Philadelphia	WRTI-FM*	Temple U	90.1 mc	10 w
Scranton	WUSV	U. of Scranton	88.1 mc	10 w
RHODE ISLAND				
Providence	WPTL	Providence Bible Institute	91.5 mc	3.2 kw
SOUTH CAROLINA				
Columbia	WUSC-FM*	Extension Division, U. of South Carolina	89.9 mc	10 w
TENNESSEE				
Knoxville	WUOT	U. of Tennessee	91.9 mc	3.4 kw
Knoxville	WKCS*	Fulton High School	91.1 mc	310 w
TEXAS				
Abilene	KACC*	Abilene Christian College	91.9 mc	160 w
Dallas	KSMU-FM	Southern Methodist U	89.3 mc	10 w
Dallas	KVTT	Texas Trade School	91.7 mc	780 w
El Paso	KVOF-FM	Texas Western College of U. of Texas	88.5 mc	10 w
Houston	KUHF	U. of Houston	91.3 mc	9.6 kw
Plainview	KHBL	Wayland Baptist College	88.1 mc	10 w
UTAH				
Ephraim	KEPH	Snow Branch Junior College	88.9 mc	10 w
Logan	KVSC*	Utah State Agricultural College	88.1 mc	10 w
WASHINGTON				
Seattle	KUOW	U. of Washington	90.5 mc	3.4 kw
Tacoma	KTOY	Tacoma School District 10	91.7 mc	3.5 kw
WISCONSIN				
Chilton	WHKW	State Radio Council	89.3 mc	51 kw
Colfax	WHWC	State Radio Council	88.3 mc	50 kw
Delafield	WHAD	State Radio Council	90.7 mc	52 kw
Highland Township	WHSA	State Radio Council	89.9 mc	50 kw
Holeman	WHLA	State Radio Council	90.3 mc	39 kw
Iowa County	WHHI	State Radio Council	91.3 mc	50 kw
Madison	WHA-FM	State Radio Council	88.7 mc	9.3 kw
Wausau	WHRM	State Radio Council	91.9 mc	114 kw

US. AGENCIES DEALING WITH RADIO

U. S. GOVERNMENT AGENCIES DEALING WITH RADIO

[EDITOR'S NOTE: Because of the changing Administration and heavy personnel cuts in many government agencies, many listings below have been subject to continuing change in recent months. Presidential appointees as well as others in top positions not covered by civil service are affected. Broadcasters may check with the division or branch listed below for proper routing. Complete FCC listing may be found on page 28.]

EXECUTIVE OFFICE OF THE PRESIDENT

White House
1600 Pennsylvania Ave., N. W.
Tel.: NAtional 8-1414

The White House Office: Assistant to the President, Sherman Adams. Special Assistant to the President (in charge of Congressional Liaison), Gen. Wilton Persons. Special Counsel, Thomas E. Stephens. Secretary to the President, Arthur H. Vandenberg Jr. Press Secretary, James C. Hagerty. Assistant Press Secretary, Murray Snyder. Administrative Assistants: Gabriel Hauge, Emmet J. Hughes.

Office of the Telecommunications Advisor to the President: Haraden Pratt. Assistants, Fred Alexander, William Plummer.

National Security Resources Board, 17th & Pennsylvania Ave., N. W., Tel.: STerling 3-4700. Chairman, Jack Gorrie. Executive Assistant to the Chairman, Robert Renville.

Office of Defense Mobilization, 17th & Pennsylvania Ave., N. W., Tel.: EXecutive 3-3300. Director, Henry Fowler. General Counsel, Charles H. Kendall. Public Information Officers, Scott Hershey, Lee Schooler.

ATOMIC ENERGY COMMISSION

1901 Constitution Ave., N. W.
Tel.: STerling 3-8000

Division of Information Services: Director, Morse Salisbury, Chief, Shelby Thompson. Radio-Visual Branch—Chief, Charter Heslep.

DEPT. OF AGRICULTURE

14th St. & Independence Ave., N. W.
Tel.: REpublic 7-4142

Secretary, Ezra Taft Benson.

Office of Information: Director, R. L. Webster. Deputy Directors, Maurice L. DuMars, James H. McCormick. Assistant Director (for Information in charge of Radio-TV), Kenneth Gapen, (for information in charge of press relations and special publications) Harold Lewis. TV information Specialists, Alice Skelsy, Robert L. Crom. Supervisor of Network Programming, Jack H. Towers. Director of Individual Station Relations, James D. Looper.

DEPT. OF COMMERCE

14th & Constitution Ave., N. W.
Tel.: STerling 3-9200

Secretary: Sinclair Weeks.

Director of Office of Publications Management: Donald R. Burgess. Director of Public Information, Nils A. Lennartson. Deputy Director of Information, Henry Scharer. Assistant Information Officer, Alfred O'Leary. Chief, News Section, Harry Weiss.

Census Bureau (Tel.: LUdlow 4-3000): Director, R. W. Burgess. Deputy Director, A. Ross Eckler. Assistant Directors, Howard C. Grieves, Dr. Conrad Taeuber. Information Assistant to the Director, Frank M. Wilson. Information Specialists, Armand Von Struve, Conrad Shamel.

National Bureau of Standards (Tel.: EMerson 2-4040): Director, A. V. Astin. Assistant to the Director (Director of Office of Scientific Publications), Hugh Odishaw. Director of Technical Reports (information office). William Tilley. Chief, Central Radio Propagation Labs., Newbern Smith. Chief, Electronics Division, J. G. Reid Jr.

National Production Authority (GAO Bldg., 5th & G St., N. W.): Acting Administrator, H. B. McCoy. Office of Public Information: Director, Paul Jordan. Electronics: Betty Clark. Construction: Richard Dier. Textile, Leather & Specialty Equipment Branch—Acting Assistant Administrator, C. W. Potter. Electronics Products Division: Acting Chief, Donald S. Parris. Production Branch (equipment and component sections)—Director, R. D. Parker. Personnel, Bernard Joseph, James McDaniel, George Henyan, H. G. Butterfield, Lee Dulin. Programs & Requirements Branch—Don Parris. Industrial Expansion Division: Director, George E. Meyer. Facilities & Construction Bureau: Director, Stephen W. Burns; Deputy, Henry Cassell. Pulp, Paper Div. (newsprint): Director, H. G. Natwick. Consumer Goods Div.: Director, G. Harrison Echols.

Civil Aeronautics Administration (Tel.: STerling 3-9200): Chief, Airspace Utilization Branch (Formerly Aids & Hazards Section), L. R. Wright. Director, Office of Aviation Information, Ben Stern.

U. S. Weather Bureau: Chief, Radio-TV Unit, James C. Fidler.

DEFENSE PRODUCTION ADMINISTRATION

New GAO Bldg., 5th & G St., N. W.
Tel.: STerling 3-5200

Administrator: Henry H. Fowler; Acting Administrator, Ralph S. Trigg. Assistant Administrator for Production & Distribution Controls, William C. Truppner. Director of Policy Development, George M. Steiner. General Counsel, Charles H. Kendall.

Office of Public Information: Director, Edward K. Moss; Radio-TV Director, Nora Hampton; Electronics, Virgil Hassler, Sam Morris; Construction, William Digges.

Office of Production: Deputy Administrator, William L. Campbell. Electronics Production Board: Chairman, Richards W. Cotton. Facilities Review Board: Olaf K. Tackle. Conservation Division: Director, Howard Coonley.

Office of Program & Requirements: Deputy Administrator, Ralph S. Trigg. Defense Materials Policy Committee: Executive Director, Morris V. Rosenbloom. Construction Division (Industrial Expansion): Director, L. Gordon Walker. Production Division: Director, Collis Stocking. Materials Review Division: Director, John D. Morgan.

Office of Construction & Resources Expansion: Deputy Administrator, James F. King. Operations Division: Director, Everett F. Sheats. Program Division: Director, J. B. Wyckoff.

Office of Progress Evaluation: Deputy Administrator, Malcolm Catlin. Military Production Staff: Acting Chief, Theodore A. Janssen.

Office of Labor: Assistant Administrator, Joseph Keenan. Manpower Staff: Acting Director, F. M. Aaronson.

DEPT. OF DEFENSE

Pentagon Bldg.
Tel.: LIberty 5-6700

Secretary: Charles Erwin Wilson.

Special Aide: Hugh Dean.

Office of Public Information: Director, Andrew Berding. Deputy Assistant, Osgood Roberts. Assistant to the Director, Philip F. Hines. Administrative Officer, John Carland.

Radio-TV Branch: Chief, Charles Dillon. Executive Assistant, Maxwell Marvin. Chief, TV Section, Maj. Clarke Thornton (Army), Lt. Michael Marlow (Air Force), Joseph Pascuito. Chief, Radio Section, Howard Hayes, Lt. George Miner Jr. (Navy). Women's Recruiting Activities, Lt. Comdr. Ruth Tjden.

Press Branch: Chief, C. H. Schooley. Deputy, Joseph R. Flynn. Executive Assistants, Edward Cottrell, Commdr. David Bryce (Navy), Lt. Col. D. R. Searles (Air Force), Col. John Gabbert (Marine Corps).

Dept. of Air Force: Secretary, Harold Talbott. Public Relations Office: Director, Brig. Gen. Sory Smith; Executive Director, Lt. Col. George Carter; Deputy Director, Col. Arno H. Luehman.

Dept. of the Army: Secretary, Robert Ten Broeck Stevens. Office of Public Information: Director, Maj. Gen. Floyd R. Parks. Radio-Television Branch: Chief, Col. Edward M. Kirby; Executive Officer, Lt. Col. Tom Matthews; Assistants, Capt. Ben Miller, Capt. Pat Mower, Lt. Carl Zimmerman.

Dept. of the Navy: Secretary, Robert Anderson. Office of Public Information: Chief, Rear Adm. Louis Parks; Deputy Chief, Capt. E. W. Parish; Special Deputy, Capt. Walter Karig; Director, Commdr. Slade O. Cutler; News Branch Director, Lt. Commdr. Robert J. Monahan. Radio-TV Branch: Director, Lt. Commdr. S. J. Wornom. Pictorial Branch: Director, Lt. Frank E. Coghlan.

Marine Corps (Arlington Annex, Navy Dept.): Division of Public Information: Director, Brig. Gen. Vernon J. McCaul; Assistant Director, Col. Raymond F. Crist Jr. Radio-TV Branch: Head, Maj. Theodore Curtis. Press Branch, Maj. John L. Hampton.

Munition Board: Chairman, John D. Small. Electronics Division: Chief, Col. Clifford Poutrie.

Research & Development Board: Chairman, Walter Whitman. Chairman. Electronics Committee, Henry Randall.

ECONOMIC STABILIZATION AGENCY

4th St. & Adams Drive, S. W.
Tel.: STerling 3-0167

Office of Public Information: Charles Holstein; Sol Panitz, radio-TV.

OPS Office of Public Information (STerling 3-4200): Director, W. M. McClanahan. News Division: Director, William E. Hughes; Assistant, Dorothy Rigdon. Programs Division (Radio-TV, visual materials): Director, Richard A. Zinn; Director, Radio-TV-Film Branch, Nathan Colwell. Chief, Trade Publications, Walter H. McDonald.

Office of Rent Stabilization OPI: Director, John Leonard; Assistant, Max Shohet.

Salary Stabilization Board (Federal Security Bldg., STerling 3-4200): Office of Public Information—Director, William Haggard; Deputy Assistant, Paul Ferris.

Wage Stabilization Board (Federal Security Bldg., STerling 3-4200): Office of Public Information—Director, Phil Peck; Assistant, Jack Espey.

(Continued on page 482)

U. S. Agencies

(Continued from page 481)

FEDERAL CIVIL DEFENSE ADMINISTRATION

Gelmarc Towers,
1930 Columbia Rd., N. W.
Tel.: HUdson 3-5500

Acting Administrator: James B. Wadsworth.

Information Office: Director, John DeChant. Deputy Director, Hal Goodwin.

Audio-Visual Division: Acting Director, Steve McCormick. Sections: Radio, Television, Motion Pictures, News & Photos; personnel, Ches Spurgeon, Howard Johnson, Fred Ayer, Fred Murkland.

Warning & Communications Division: Director, William Talbot.

FEDERAL SECURITY AGENCY

4th St. & Independence Ave., S. W.
Tel.: EXecutive 3-3600

Administrator: Oveta Culp Hobby.

Office of Publications & Reports: Director, Zilpha C. Franklin.

Other Offices: Foods & Drug Administration, Office of Education, Office of Vocational Rehabilitation, Public Health Service, Social Security Administration.

FEDERAL TRADE COMMISSION

6th St. & Pennsylvania Ave., S. W.
Tel.: EXecutive 3-6800

Members: Chairman, James Mead. Comrs., Anthony Carretta, John Carson, Lowell B. Mason, Stephen Spingarn.

Office of Public Information: Duncan Price.

GENERAL SERVICES ADMINISTRATION

GSA Bldg.
F Between 18th & 19th Sts., N. W.
Tel.: EXecutive 3-4900

Office of Public Information & Reports: Director, Joseph C. Cohen.

DEPT. OF JUSTICE

9th & Pennsylvania Ave., N. W.
Tel.: REpublic 7-8200

Attorney General: Herbert Brownell

Office of Public Information: G. Frederick Mullen; Leo Cadison.

DEPT. OF LABOR

14th & Constitution Ave., N. W.
Tel.: EXecutive 3-2420

Secretary: Martin P. Durkin.

Office of Public Information: Director, Herbert Little. Assistant Director, John W. Leslie. Administrative Assistant to Director, Mary Brown.

NATIONAL LABOR RELATIONS BOARD

815 Connecticut Ave., N. W.
STerling 3-7373; REpublic 7-7500

Members: Chairman, Paul M. Herzog. Comrs., John M. Houston, Abe Murdock, Paul L. Styles, Ivar H. Peterson.

Office of Public Information: Director, Louis G. Silverberg. Assistant Director, Jay E. Shanklin.

SECURITIES & EXCHANGE COMMISSION

425 2d St., N. W.
Tel.: STerling 3-7600

Members: Chairman, Donald C. Cook; Richard B. McIntyre, Paul R. Rowen, Clarence Adams, J. H. Rossbach.

Secretary of the Commission and Director of Information: Orville L. DuBois.

DEPT. OF STATE

21st & Virginia Ave., N. W.
Tel.: REpublic 7-5600

Secretary: John Foster Dulles.

Assistant Secretary of State for Public Affairs: Carl W. McCardle. Undersecretary (Administration), Donald Lourie.

International Information Administration: Administrator, Dr. Wilson Compton. Deputy Administrator, Reed Harris. Special Assistants to the Administrator, Antonio Miccoci, Harold D. Hynds. Director of Congressional & Public Information, Ben G. Crosby.

International Broadcasting Services (IIA-Voice of America): Director, Alfred H. Morton. Comptroller, Robert J. Frances. Policy Advisor, Edwin Kretzman. Chief, Division of Radio Facilities Operation, James S. Thompson. Chief, Division of Radio Program Operations, Alfred H. Puhan. Chief, Division of Radio Program Evaluation, Leo Lowenthal. Chief, Division of Radio Facility Plans & Development, George Herrick. Washington Representative for the Director, Sidney Sulkin. Chief, Washington Programming, John F. Hogan. (Also see Voice of America Fact Sheet page 397.)

International Press & Publications: Chief, Charles Arnot. Deputy Assistant, Joseph M. Sitrick.

Radio, Television & Visual Media Branch: Acting Chief, John P. Meagher. Assistant, Peter Smith.

International Motion Pictures Division (Films and Kinescopes): Herbert T. Edwards.

Transportation & Communications Office (Telecommunications): Chief, Francis Colt deWolf. Associate Chief, Harvey Otterman. Assistant Chiefs, John S. Cross, Cecil G. Harrison, Arthur Lebel, T. H. E. Nesbitt. Special Assistant to the Chief, Helen Kelly.

TECHNICAL COOPERATION ADMINISTRATION

333 Third St., N. W.
Tel.: REpublic 7-7435

Administrator: Stanley Andrews.

Office of Information & Reports: Director, Paul Duncan. Chief of Planning & Production, Hernando Silva. Radio-Television Officer, Daniel J. Scherer.

DEPT. OF TREASURY

(U. S. Savings Bond Division)
Washington Bldg.
15th St. & New York Ave., N. W.
Tel.: EXecutive 3-6400

Secretary: George M. Humphrey.

National Chairman: Vernon D. Clark; National Director, Merrill Predmore.

Advertising Section: Chief, Edmund J. Linehan; Radio Manager, Harry Gatton; Television Manager, Edwin I. Halbert.

Public Liaison: Chief, John Koepf.

Coast Guard OPI: Director, Capt. Leon Morine.

VETERANS ADMINISTRATION

Vermont Ave. & H St., N. W.
EXecutive 3-4120

Administrator: Carl R. Gray Jr.

Office of Public Information: Director, A. W. Woolford. Associate Director, Frank Hood. Assistant Director, Radio-TV Division, Bernard Posner. Assistant Director, News, Lawrence George.

Canadian Broadcasting Corporation Executives and Staff

BOARD OF GOVERNORS

A. Davidson Dunton, Ottawa, Ont., *Chairman*
Rene Morin, Montreal, Que., *Vice-Chairman*
Dean Adrien Pouliot, Quebec, P.Q.
Professor J. A. Corry, Kingston, Ont.
Dr. G. Douglas Steel, Charlottetown, P.E.I.
W. H. Phillips, Ottawa, Ont.
Frederick J. Crawford, Toronto, Ont.
Jesse P. Tripp, Oxbow, Sask.
Mrs. Mary E. Farr, Victoria, B.C.
Gordon A. Winter, St. John's, Nfld.
Roy J. Fry, Winnipeg, Man.

OTTAWA

Victoria Bldg., 140 Wellington St., Ottawa, Ont.
P. O. Box 806, Ottawa, Ont.

Donald Manson, *General Manager*
H. M. Palmer, *Executive Assistant*
G. W. Richardson, *Executive Assistant*
F. W. Savignac, *Executive Assistant—Legal*
H. Bramah, *Treasurer*
S. Schnobb, *Assistant to Treasurer*
W. R. Mortimer, *Supervisor of Expenditures*
R. E. Keddy, *Secretary to Board of Governors*

MONTREAL

Radio Canada Bldg.,
1425 Dorchester St. West, Montreal, P.Q.
P. O. Box 6000, Montreal

J. Alphonse Ouimet, *Assistant General Manager*
M. Carter, *Executive Assistant*
R. P. Landry, *Director, Personnel and Administrative Services*
C. E. Stiles, *Assistant Director, Personnel and Administrative Services*
K. M. Kelly, *Supervisor of Personnel and Welfare*
G. G. Dupre, *Supervisor of Central Registries*
J. R. Sampson, *Administrative Officer, Montreal*
V. A. Nagle, *Administrative Assistant*
J. A. Lapointe, *Administrative Assistant*

TORONTO

(National Program Office)
354 Jarvis St., Toronto 5, Ont.
P. O. Box 500, Toronto, Ont.

Ernest L. Bushnell, *Director-General of Programs*
C. Jennings, *Assistant Director General of Programs*
I. Dilworth, *Director of Program Production*
H. J. Boyle, *Program Director, Trans-Canada Network*
H. G. Walker, *Manager, Dominion Network*
R. S. Lambert, *Supervisor of School Broadcasts*
A. K. Morrow, *Supervisor of Farm & Fisheries Broadcasts*
N. M. Morrison, *Supervisor of Talks & Public Affairs*
D. C. McArthur, *Chief News Editor*
W. H. Brodie, *Supervisor of Broadcast Language*
W. J. Dunlop, *Supervisor of International Exchange and Institutional Broadcasts*
E. W. Jackson, *Traffic Manager*
Elizabeth D. Long, *Women's Interests*
A. E. Powley, *Supervisor of Special Events*
H. E. S. Hamilton, *Supervising Engineer (Network)*

COMMERCIAL DIVISION

354 Jarvis St., Toronto 5, Ont.
P. O. Box 500, Toronto, Ont.

W. E. Powell, *Commercial Manager*
W. R. Johnston, *Assistant Commercial Manager*
W. H. Clark, *Senior Sales Representative*
W. G. Carpentier, *Sales Representative*
J. Kennedy, *Sales Representative (Television)*
Miss Anne Bergin, *Supervisor of Commercial Acceptance and Production*
J. Crawford, *Asst. Sales Representative*
Arthur Barr, *Sales and Commercial Traffic*
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XUM

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(Continued from page 483)

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AMERICAN RADIO PUBLICATIONS Inc.—119A N. Wahsington St., Peoria 2, Ill. Tel.: 4-3262. Rex G. Howard, president; S. C. Zinser, treasurer; Olive M. Howard, secretary. (Civil Defense Manual.)

BLACKBURN HAMILTON Co.—Washington Bldg., Washington 5, D. C. Tel.: Sterling 3-4341. Tribune Tower, Chicago; Tel.: Delaware 7-2755. 235 Montgomery St., San Francisco 4; Tel.: Exbrook 2-5672. Media brokers. *Officers:* James W. Blackburn, partner; Ray V. Hamilton, partner.

BOOZ, ALLEN & HAMILTON—135 South La Salle St., Chicago 3. Tel.: Financial 6-1900. New York: 285 Madison Ave., New York 17. Tel.: Oregon 9-1900. San Francisco: 235 Montgomery St., San Francisco 4. Tel.: Yukon 2-2480. Philadelphia: 1401 Walnut St., Philadelphia 2. Tel. Locust 4-5555. Washington: 1625 Eye St., NW, Washington 6. Tel. Executive 3-5212. Detroit: 3075 Penobscot Bldg., Detroit 26. Tel.: Woodward 1-1900. Minneapolis: Northwestern Bank Bldg., Minneapolis 2. Tel.: Lincoln 1116. Los Angeles: 523 West Sixth St., Los Angeles 14. Tel.: Trinity 3215. *Partners:* James L. Allen, James C. Olson, Edward J. Burnell, John L. Burns, Sherrill A. Parsons, Stuart M. Campbell, Stanley M. Humphrey, Harry W. Knight, Stewart M. Lowry, William C. Eldridge, Arnold F. Emch, Joseph M. Kubert, Perry Addleman, Charles P. Bowen, Robert Wise, John W. Pocock, Robert M. Browning, George F. Hamson, Edwin L. Morris, Alfred J. Gagnon, Philip Donham, Lloyd E. Wilkinson, Lawrence L. Ellis, Ralph E. Smiley, F. Newton Parks, James A. Newman, Robert I. Hale, H. Ferris White, Clyde C. Seney, John P. Gallagher, William S. Powell, Ralph W. Jones.

RUDY BRETZ — Croton-on-Hudson, N. Y.; Tel.: Croton 1-3478. (Television consultant.)

BROADCAST MANAGEMENT SERVICES CO., 17 E. 48th St., New York 17. Tel.: Plaza 5-1127. *Officers:* Edward C. Lobdell, president—licensee; Bernard Roberts, general manager. A national employment service (for radio and television stations dealing exclusively in essential staff personnel.)

BROADCAST SERVICE BUREAU Inc. — 1025 Vermont Ave., N. W., Washington 5, D. C. Tel.: National 7808. C. B. Collins, president; (FCC Broadcast Rules and Standards with amendment service.)

CARL H. BUTMAN — National Press Bldg., Washington, D. C. Tel.: National 8-7846. (Consultant on FCC procedural, regulatory and technical matters; applications supervised.)

DAVID DARRIN — 1710 G St., N.W., Washington, D.C. Tel.: Republic 7-0645-Ext. 501 (General Consultant on Equitism, national and world economy)

REUBEN H. DONNELLEY Corp. —350 East 22d St., Chicago 16. Tel.: Victory 2-3232. *Officers:* Gaylord Donnelley, chairman of the board; David L. Harrington, president and chairman of the executive committee; Curtiss E. Frank, executive vice president and general counsel; Albert M. Andersen, executive vice president; Harold P. Harper, vice president; Donald R. Arnold, vice president; Harry W. Warner, secretary-treasurer. (Services: Trade paper publishers, contest judging, premium mailing and packaging, classified telephone directory publishers, hous-to-house distribution, store service direct mail advertising, mailing lists.)

LYLE KENYON ENGEL—1 East 42d., N. Y. 17. Tel.: Murray Hill 2-8322.

THE FAUGHT COMPANY Inc. —342 Madison Ave., New York 17. Tel.: Murray Hill 7-1171. Millard C. Faught, president.

HOWARD S. FRAZIER — Bond Bldg., Washington 5, D. C. Tel.: National 8-2173. Howard S. Frazier. (Television and radio management consultants; broadcaster's executive placement service.)

MICHAEL R. HANNA—Savings Bank Bldg., Ithaca, N. Y. Tel.: 4-6301. (AM, FM, TV management consultant.)

A. LEWIS KING—551 Fifth Ave., New York 17. Tel.: Murray Hill 2-8276. (Television and broadcast advertising consultant.)

McKIBBEN & PELLETIER—325 Market St., Kittanning, Pa. Tel.: 43-1381. (Management and technical consultants.)

McKINSEY & CO.—60 E. 42d St., New York 17. Tel.: Murray Hill 7-3123. *Partners and principals:* Horace G. Crockett, Marvin Bower, Gordon G. Bowen, J. Alex Smith, Howard C. Adams, Ewing W. Reilley, Gerald L. Murphy, E. Everett Smith, Gilbert H. Clee, Phillip S. Babb, Paul Roberts, Richard D. Elwell, Carl T. Hoffman. Office: 75 Federal St., Boston 10; Tel. Hubbard 2-9626; Stanley L. Balmer, Arthur T. Caruso. Office: 1625 I St. NW, Washington 6; Tel.: Metropolitan 8-6688; John J. Corson. Office: 208 South La-Salle St., Chicago 4; Tel.: Randolph 6-6980; Harrison A. Roddick, C. Coy Honsaker Jr. Office: 235 Montgomery St., San Francisco 4; Tel.: Garfield 1-3638; John G. Neukom, William H. Dennick. Office: 612 South Flower St., Los Angeles 17. Tel.: Madison 6-3201; Forrest Wallace.

GEORGE McKITTRICK & Co.—108 Fulton St., New York 38. Tel.: Barclay 7-4829. Branch office: 185 N. Wabash St., Chicago 1. Tel.: State 2-8911. (Publishes *McKittrick's Geographical and Classified Directory of Advertisers* and *Advertising Agency* list.)

PHILIP MERRYMAN & ASSOC. —114 State St., Bridgeport, Conn. Tel.: Bridgeport 5-4144.

NATIONAL REGISTER PUBLISHING Co. Inc.—130 W. 42nd St., New York 36. Tel.: Longacre 4-1710. *President:* R. W. Ferrel. *General manager:* C. H. Brown. Branch: 333 N. Michigan Ave., Chicago; Tel.: Randolph 6-5744; maanger, A. J. Crane. (Publishes *Standard Advertising Register* services, listing national advertisers, agencies and their personnel.)

TED NELSON ASSOCIATES — 730 Fifth Ave., New York 19, Tel.: Circle 6-8470. *Owner:* Ted Nelson. *Radio directors:* Richard Diamond, Perry Bruskin, Charles Duran. *Account executive:* Nathan Fields. (Radio consultants, radio packages, radio advertising agency.)

M. S. NOVIK—Room 500, 300 W. 23d St., New York 11. Tel.: Algonquin 5-4385. (Public service radio consultant.)

FRED A. PALMER Co.—6800 N. High, Worthington, Ohio. Tel.: Franklin 2-7346. Fred A. Palmer, president. (Radio management consultant.)

PIKE & FISCHER—Dupont Circle Bldg., Washington 6, D.C. Publishers of Pike & Fischer *Radio Regulation.* (FCC rules, amendments, decisions, and related radio and television, documentary service.)

MERRITT R. SCHOENFELD & Co.—520 N. Michigan Ave., Chicago 11. Tel.: Whitehall 4-0818. Merritt R. Schoenfeld, president; Lewis G. Green, vice president; R. Hall Adams, secretary-treasurer.

WILLIAM J. SCRIPPS ASSOCIATES—286 S. Woodward St., Birmingham, Mich. Principals: William J. Scripps, Walter Duschinsky. (Telecommunications consultants; legal, tax, economic, finance, insurance, market research services; foreign representation.)

TRADE-WAYS INC.—285 Madison Ave., New York. Tel.: Oregon 9-3070. William H. Lough, president and treasurer. (Marketing counsellors specializing in sales training.)

GEORGE R. TURPIN & ASSOCIATES—P. O. Box 802, Fort Worth 1. Tel.: Fortune 7453. George R. Turpin, president; Perry Hilleary, general manager; Billie Stroud, J. Lee Johnson, associate managers. (Regional sales campaigns and giveaway shows for radio and TV stations.)

CLIFFORD YEWDALL—154 W. 14th St., New York 1. Tel.: Chelsea 2-4843. Branches: 11 S. La-Salle St., Chicago. Tel.: Randolph 6-7575. Sharp Bldg., Lincoln 8,

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Services Related to Broadcasting

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Neb. Tel.: 2-3135. (Accountant specializing in radio.)

FREQUENCY MEASURING SERVICES

WILLIAM W. L. BURNETT RADIO LABORATORY—4814 Idaho St., San Diego 4, Calif. Tel.: Talbot 4943. William W. L. Burnett, engineer in charge.

CAMBRIDGE THERMIONIC CORP.—445 Concord Ave., Cambridge 38, Mass. Tel.: Trowbridge 6-2800. Clarence Cheney.

COMMERCIAL RADIO MONITORING CO.—P. O. Box 7037, Kansas City 2. Tel.: Jackson 5302. Robert F. Wolfskill, manager; Walter H. Campbell, chief engineer, and Wm. L. Blakeley, in charge of frequency measurements.

L. J. N. du TREIL & ASSOC.—204 Homedale Ave., New Orleans 24. Tel.: Audubon 3525-0917.

CLAUDE M. GRAY—P. O. Box 602, Birmingham, Ala. Tel.: 2-3570.

HUTTON MONITORING SERVICE — Rockwell and Westchester Aves., Catonsville 28, Md. Tel.: Catonsville 9078. J. W. Hutton, owner.

INTERNATIONAL MONITORING SERVICE—1103 N. Road, Belmont, Calif. Special representative—A. C. Stewart, 277 Fulton St., San Francisco.

PRECISION FREQUENCY SERVICE—1426 S. Flower St., Santa Ana, Calif. Tel.: Kimberly 2-2117. John R. Schick, engineer.

RCA COMMUNICATIONS INC.—66 Broad St., New York 4. Tel.: Hanover 2-1811. *Officers:* Harry C. Ingles, president; Sidney Sparks, vice president for commercial activities; Frank Flood, manager of special services. Branch: Riverhead, L. I., N. Y.; Tel.: 2290; E. C. Rundquist, manager. Branch: San Francisco, 28 Geary St. Tel.: Garfield 4200. H. E. Austin, vice president and manager.

SOUTHWEST FREQUENCY MEASUREMENTS — P. O. Box 4114, Austin, Tex. Tel.: 7-2904. Marion T. Hill, engineer in charge.

T & T RADIO MEASUREMENTS Co.—2557 Atlantic Ave., Long Beach 6, Calif. Tel.: Long Beach 4-2015. Night phone: Long Beach 4-8408. Jay E. Tapp.

VAN NOSTRAND RADIO ENGINEERING SERVICE — 339 Leland Terrace NE, Atlanta 6, Ga. Tel.: Dearborn 4774.

MARTIN R. WILLIAMS—7401 E. 14th St., Indianapolis 19, Ind. Tel.: Blackstone 0388; Market 3326.

NATHAN WILLIAMS FREQUENCY MEASUREMENTS — 20 Algoma Blvd., Oshkosh, Wis. Tel.: Blackhawk 22.

MUSIC LICENSING GROUPS

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS' (ASCAP)—575 Madison Ave., New York 22. *Officers:* Otto A. Harbach, president; Oscar Hammerstein II, vice president; Paul Cunningham, secretary; Louis Bernstein, treasurer; A. Walter Kramer, assistant secretary; Donald Gray, assistant treasurer. *Board of Directors:* Stanley Adams, Fred E. Ahlert, Louis Bernstein, Saul H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Bernard Goodwin, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, John Tasker, Howard, A. Walter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Gustave Schirmer, Herman Starr, Deems Taylor, Jack Yellen.

BROADCAST MUSIC INC. (BMI)—580 Fifth Ave., New York 36. Tel.: Plaza 7-1800. *Officers:* Carl Haverlin, president; Sydney M. Kaye, vice president & general counsel; Charles A. Wall, vice president in charge of finance; Robert J. Burton, vice president in charge of publisher and writer relations; Jean Geiringer, vice president in charge of foreign relations; Roy Harlow, vice president in charge of station service; Glenn Dolberg, vice-president in charge of station relations. *Directors:* Justin Miller, NARTB, chairman; Sydney M. Kaye, vice chairman; Herbert Akerberg, CBS; John Elmer, WCBM Baltimore; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBOL Boulder, Colo.; Leonard Kapner, WCAE Pittsburgh; Paul Morency, WTIC Hartford; J. Leonard Reinsch, WSB Atlanta; J. Harold Ryan, Fort Industry Co.; James E. Wallen, MBS; Joseph E. Baudino, Westinghouse Radio Stations; Ray Diaz, ABC.

COMPOSERS, AUTHORS and PUBLISHERS ASSN. OF CANADA LTD.—132 St. George St., Toronto. Tel.: MI 8457. Sir Ernest MacMillan, president; W. S. Low, gen. mgr.

HARRY FOX — 45 Rockefeller Plaza, New York 20. Tel.: Circle 6-3084. (Agent and trustee for international music publishers.)

MUSIC PUBLISHERS PROTECTIVE Assn.—45 Rockefeller Plaza, New York 20. Tel.: Circle 6-3084. Harry Fox, general manager; Walter G. Douglas, chairman of board.

NATIONAL ASSN. OF PERFORMING ARTISTS—630 Fifth Ave., New York 20. Tel.: Circle 7-8194. Fred Waring, president and chairman of the board; Alfred Rice, general counsel.

G. RICORDI & Co.—1270 Avenue of the Americas, New York 20. Tel.: Judson 2-5300, Dr. Franco Colombo, managing director.

SESAC Inc.—475 Fifth Ave., New York 17. Tel.: Murray Hill 5-5365. Paul Heinecke, president; R. C. Heinecke, treasurer; K. A. Jadassohn, general manager.

PUBLIC RELATIONS AND PROMOTION SERVICES

DAVID O. ALBER ASSOCIATES Inc.—654 Madison Ave., New York 21. Tel.: Templeton 8-8300. *Associates:* Michael Ames, Eugene Shefrin, Robert Windt, Tom Flynn, Sheila McKeon, Florence Schwartz.

ARROW ASSOCIATES — Chamber of Commerce Bldg., Scranton, Pa. John E. McDonald, production director; Harold Murphy, technical director; Edgar A. Manley, publicity director; Bernard Blier, managing director.

WILLIAM J. (BILL) BAILEY—2500 Q St., N. W., Washington 7, D. C. Tel.: Dupont 7-3400.

BALDWIN & MERMEY—205 E. 42nd St., New York 17. Tel.: Murray Hill 4-4540. *Partners:* William H. Baldwin, Maurice Mermey.

BANNER & GREIF—250 W. 57th St., New York 19. Tel.: Plaza 7-4713. Jack Banner and Ed Greif, partners.

BENTLEY & LIVINGSTONE Inc.—220 S. State St., Chicago 4. Tel.: Webster 9-7439. George Livingstone, president; H. S. Fisher, secretary-treasurer.

EDWARD L. BERNAYS—26 E. 64th St., New York 21. Tel.: Templeton 8-5000.

IVAN BLACK ASSOCIATES — 400 Madison Ave., New York 17. Tel.: Plaza 5-4760.

H. A. BRUNO & ASSOC. — 30 Rockefeller Plaza, New York. Tel.: Circle 6-8040. *Associates:* Russell Gudgeon, Hudson Phillips, Victor Oristano, Theon Wright, William Pearsall, K. L. Harris, Abbott M. Geer.

CARL BYOIR & ASSOCIATES—10 E. 40th St., New York 16. Tel.: Murray Hill 6-3200. *Officers:* Carl Byoir, chairman of the board; Gerry Swinehart, president; George Hammond, executive vice president; Muriel Fox, radio and television director. Offices: Washington, D. C., National Press Bldg. Tel.: Sterling 3-6565; Lyle Youngstrom, vice president. Chicago, 33 N. LaSalle St., Tel.: Dearborn 2-6300; George Dye, vice president. Los Angeles, 727 W. Seventh St., Tel.: Trinity 6421; Charles McVarish, vice president.

HARRY COLEMAN & CO.—664 N. Michigan Ave., Chicago 11. Tel.: Mohawk 4-3883. Harry M. Coleman, president.

COLL & FREEDMAN Inc.—49 W. 51st St., New York 19. Tel.: Plaza 3-9872. Principals: Fred Coll, Zac Freedman.

JAMES A. COWAN—20 Carlton Toronto, Ont., Canada. Tel.: Empire 4-8561.

DIXON GAYER PUBLIC RELATIONS—120 Central Park South, New York 19. Tel.: Plaza 7-7150. Dixon Gayer, president.

EDWARD GOTTLIEB & ASSOCIATES—2 W. 45th St., New York 19. Tel.: Murray Hill 7-3050. Edward Gottlieb, president; J. Seegar Heavlin, vice president.

STEVE HANNAGAN—247 Park Ave., New York. Tel.: Plaza 5-2900. *Associate:* Jim Scanlan.

ROBERT S. KELLER, Inc.—72 Barrow St., New York 14. Tel.: Watkins 4-6599. Bob Keller, president; E. Benjamin Wright, secretary-treasurer.

KRIEDT & MYERS—J. Clarence Myers, Gary Kriedt, 607 Market St., San Francisco 5. Tel.: Exbrook 2-7443.

MARK LARKIN—119 W. 57th St., c/o The Traveler, New York 19. Tel.: Circle 6-6135.

AUSTIN C. LESCARBOURA & STAFF—Croton-on-Hudson, N. Y. Tel.: Croton 1-3444. Austin C. Lescarboura, senior partner, account executive; Stanley A. Lescarboura, junior partner, account executive; Winifred Phillips, production.

PHILIP LESLY Co. — 100 W. Monroe St., Chicago 3. Tel.: Central 6-7555. Philip Lesly, president. New York office, 331 Madison Ave. Tel.: Murray Hill 2-2826.

HAL LEYSHON & ASSOCIATES—292 Madison Ave., New York. Tel.: Murray Hill 5-0744.

HOWARD J. McCOLLISTER Co.—66 Acacia Drive, Atherton, Calif. Tel.: Davenport 3-3061. Regional promotional sales campaigns.

ARTHUR H. MILLER — 39 E. 49th St., New York 17. Tel.: Eldorado 5-6092.

REG MITCHELL & ASSOCIATES—1004 National Press Bldg., Washington 4, D. C. Tel.: National 8-4457. Reginald P. Mitchell, director.

JACK PERLIS—310 West End Ave., New York 23. Tel.: Trafalgar 3-5284.

PUBLICITY ASSOCIATES Inc.—Empire State Bldg., New York 1. Tel.: Longacre 5-3209. Bernard L. Lewis, president.

RICHARD H. ROFFMAN—Hotel Sulgrave, 646 Park Ave., New York 21. Tel.: Trafalgar 9-5640. Richard H. Roffman, president. (Also law and public relations counsel.)

A. A. SCHECHTER ASSOC. — 250 Park Ave., New York. Tel.: Plaza 3-6122.

SELVAGE & LEE—One E. 43rd St., New York 17. Tel.: Murray Hill 7-8550. James P. Selvage, Morris M. Lee Jr., partners. Offices: 221 N. LaSalle St., Chicago 1. Tel.: Franklin 2-4821. Robert Wood. Cafritz Bldg., 1625 Eye St., N. W., Washington 6, D. C. Tel.: Republic 7-4040. S. B. Bledsoe.

BENJAMIN SONNENBERG — 247 Park Ave. Tel.: Plaza 5-2200.

PAT SWEENEY ASSOCIATES —400 Madison Ave., New York. Tel.: Plaza 3-4466.

SURVEYS AND MARKET RESEARCH

ADVERTEST RESEARCH — 90 Bayard St., New Brunswick, N. J. Tel.: Charter 7-1564. Directors: Seymour Smith, Richard Bruskin. Director of Agency Relations, Warren Rebell. (Measurement of radio and television audience habits and reactions. Publishers of monthly research studies, *The Television Audience of Today.*)

ADVERTISING RESEARCH FOUNDATION—11 West 42d St., New York. Tel.: Longacre 3-5100. *Officers:* B. B. Geyer, chairman of the board; Henry Schachte, vice president of the board; Edgar Kobak, president; A. W. Lehman, managing director; Frederic R. Gamble, treasurer; Paul B. West, secretary; D. B. Lucas, technical director. *Directors:* John F. Apsey Jr., Lowry H. Crites, Marion Harper Jr., Earle Ludgin, F. B. Manchee, Fergus Meade, Paul Montgomery, Adrian Murphy, Vernon C. Myers, W. B. Potter, E. A. Schirmer, D. P. Smelser, John C. Sterling and H. M. Warren.

AMERICAN RESEARCH BUREAU — National Press Bldg., Washington 4, D. C. Tel.: National 8-0822. James W. Seiler, director. (Radio and television audience measurement.)

A. S. BENNETT - CY CHAIKIN Inc.—333 Madison Ave., N. Y. 17. Tel.: Murray Hill 9-0734. Cy Chaikin, president; A. S. Bennett, vice president. (Marketing, advertising, and media research and analysis.)

BUREAU OF BROADCAST MEASUREMENT—Federal Bldg., Toronto. Tel.: Empire 3-8046. *Officers:* Charles R. Vint, Colgate-Palmolive-Peet Co., president; Athol McQuarrie, Assn. of Canadian Advertisers Inc., Toronto, treasurer; H. N. Stovin, Horace N. Stovin & Co., Toronto, vice president; Charles J. Follett, executive secretary of Bureau of Broadcast Measurement, Assn. of Canadian Advertisers. *Directors:* W. T. Cranston, CKOC Hamilton; F. J. Otterbein, General Foods, Toronto; G. Frank Mills, Spitzer & Mills, Toronto; W. E. Trimble, Baker Adv. Agency, Toronto; L. E. Phenner, Canadian Cellucotton Products Co.; Walter E. Powell, Canadian Broadcasting Corp., G. C. Hammond, Cockfield, Brown & Co., Montreal.

WALTER P. BURN—17 Washington St., Middlebury, Vt. Tel.: 593. (Maps and coverage data.)

CANADIAN FACTS LTD. — 146 Wellington St. West., Toronto, Ont. Tel.: Empire 4-6373. John F. Graydon, president; Mrs. M. Sims, director of personnel; George Severs, chief statistician. Branch Office: 1466 Drummond St., Montreal. Tel.: Plateau 1734. Frank Lyman, vice president.

ROBERT S. CONLAN & ASSOCIATES — 1703 Wyandotte St., Kansas City. Tel.: Victor 3038. John L. Guyant, president; Erwin Stern, director of sales. (Local and national radio audience surveys, national rating service.)

CONTROLLED CIRCULATION AUDIT—420 Lexington Ave., New York. Tel.: Lexington 2-6380. *Officers:* Adin L. Davis, managing director; Richard S. Hayes, president; G. Kenneth Thornton, vice president; George W. N. Riddle, secretary; Arthur A. Kron, treasurer. (Auditing circulation of business publications.)

CROSSLEY Inc. — 4 Mercer St., Princeton, N. J. and 330 W. 42nd St., New York 36. Tel.: Bryant 9-5462. Archibald M. Crossley, president; David Wallace, vice president.

ELLIOTT-HAYNES Ltd. — 515 Broadview, Toronto, Ont. Tel.: Gerard 1144. Walter E. Elliott, president; J. Myles Leckie, vice president; E. R. Comte, secretary-treasurer. Branch Offices: 1500 St. Catherine St. W., Montreal. Tel.: Willowbank 1913; 441 Seymour St., Vancouver, B. C.

EXECUTIVES RADIO-TV SERVICE—Larchmont, N. Y. Tel.: Larchmont 2-0833. James M. Boerst, managing editor (Publishers of monthly Spot Radio Report, quarterly Factuary [sponsored radio-TV network data], and semi-annual Time Buyers Register.)

GRAHAM RESEARCH SERVICE—424 Madison Ave., New York 17. Tel.: Plaza 3-4565. Director: J. E. Graham.

GUIDE-POST RESEARCH—211 Smithfield St., Pittsburgh 22, Pa. C. F. Ackenheil, director.

C. E. HOOPER Inc.—Executive headquarters, 10 E. 40th St., New York 16. Tel.: Lexington 2-3000. *Officers:* C. E. Hooper, president; Dorothy M. Behrens, Richard K. Doan, Nadine E. Miller, Bruce McEwen, Edythe F. Bull, vice presidents. Office: Dry Hill, Norwalk, Conn. Tel.: 8-0606.

RICHARD MANVILLE RESEARCH—230 Park Ave., New York 17. Tel.: Oregon 9-2435. (Consultants on advertising and marketing research. Radio, television program and audience research; studies on effectiveness of commercials. Customer-per-dollar studies; radio and television contest and mail handling. Diary studies, etc.)

MARKET RESEARCH CORP. OF AMERICA (formerly Industrial Surveys Co.)—122 East 42 St., New York 17. Tel. Murray Hill 6-7040. National Consumer Panel, National Retail Food & Drug Audits and other continuing studies. Samuel G. Barton, president; C. C. Rogers and Stanley Womer, executive vice-presidents; John Rhodes, administrative vice-president; Arden Crawford, v.p. in charge of Client Service Division; Daniel Connell, v.p. in charge Eastern Service Operations. Chicago office: 425 N. Michigan Avenue (11). Tel.: Mohawk 4-4600. Palmer Waterbury, vice-president and client service branch manager; A. J. diPietro, vice-president in charge of production. San Francisco office: 2 Pine St. (11). Tel.: Sutter 1-2289. James D. North, vice-president in charge.

MARKET RESEARCH OF CLEVELAND—1220 Huron Rd., Cleveland. Tel.: Main 1-0186. Albert E. Strass, director. (Radio and television research for midwest stations, advertisers and agencies.)

MARKETSCOPE RESEARCH Co.—156 Washington St., Newark 2, N. J. Tel.: Mitchell 2-1753. Robert E. Spinner, executive director; John H. Silvers, field supervisor. (Marketscope Test-Town, consumer panel and store audits, continuous purchase diary in TV and non-TV homes, qualitative and quantitative radio and TV studies, national coverage).

MEDIA RECORDS Inc. — 353 Fourth Ave., New York 10. Tel.: Murray Hill 5-9376. John Halpin, president; L. H. Collins, vice president. Offices: 174 E. Long St., Columbus 15, Ohio; Tel.: Main 7784; Frances Davis, manager. 173 W. Madison St., Chicago. Tel.: Andover 3-5683; Ladious Siwak, manager. 355 Stockton St., San Francisco 8. Tel.: Garfield 4989; E. J. Raleigh, Jr., manager.

MOFFETT RESEARCH Co.—6253 Hollywood Blvd., Hollywood 28. Tel.: Hempstead 5653, Jessie Locke Moffett, owner.

A. C. NIELSEN Co.—2101 Howard St., Chicago 45. Tel.: Hollycourt 5-4400. *Officers:* Arthur C. Nielsen Sr., president; Arthur C. Nielsen Jr., administrative vice president; Frederick K. Leisch, executive vice president; James P. Napier, executive vice president; Charlton G. Shaw, executive vice president. 500 Fifth Ave., New York 18. Tel.: Pennsylvania 6-2850. James O. Peckham, executive vice president. 215 Market St., San Francisco, Calif. Tel.: Yukon 2-1970. Franklin H. Graf, vice president. 109 St. Aldates, Oxford, England; Dr. Edward L. Lloyd, managing director. 2436 Yonge St., Toronto, Ontario, Canada; D. M. Prather, president. 35 Fisher St., Petersham, N. S. W., Sydney, Australia; Justin Power, director, 570 Heerengracht, Amsterdam, The Netherlands. (Broadcast audience and station coverage measurement, marketing research.)

EDWARD J. NOONAN MARKET RESEARCH ORGANIZATION—157 Federal St., Boston 10. Tel.: Liberty 2-1870. Edward J. Noonan, director.

O'CONNOR SURVEY Co.—Vester Bldg., Knoxville. Tel.: 5-2272. Bernice M. O'Connor, supervisor. (O'Connor Radio Audience Surveys).

OFFICE OF RESEARCH Inc.—3470 Broadway, New York 31 and P. O. Box 666, Norwalk, Conn. Tel.: Audubon 6-7455. John G. Peatman, president and director; V. S. McGee, assistant director. (Radio and TV consultants and publishers of weekly surveys of network music.)

OPINION RESEARCH CORP.—44 Nassau St., Princeton, N. J. Tel.: 1-3600. Dr. Claude Robinson, president; Walter G. Barlow, Joseph C. Bevis, LeBaron Foster, M. Starr Northrop, LeRoy Purvis, Hugh Rusch, Dilman M. K. Smith, vice presidents.

OFFICE OF RESEARCH Inc.—3470 Broadway, New York 31 and P. O. Box 666, Norwalk, Conn. Tel.: Audubon 6-7455. John G. Peatman, president and director. (Radio and TV consultants and publishers of weekly surveys of network music.)

PAR RADIO SURVEYS—130 W. 18th St., Kansas City. Tel.: Baltimore 9533. Jack Guyant, manager. (Radio audience studies; marketing research.)

ALFRED POLITZ RESEARCH INC.—270 Park Ave., New York 17. Tel.: Plaza 9-5200. Alfred Politz, president; Lester R. Frankel, technical director; Eva Klein, project coordinator; Jerome Greene, Robert Lindsey, Harry L. Smith Jr., Robert Weller, project direc-

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RADIO REFERENCE BOOKS AND PUBLICATIONS—1952

Editor's Note: This list includes material published during the current year or the near future. Unless otherwise noted, place of publication is New York City. Where the word *apply* appears, the listing is given for information but no guarantee can be made that it is available. However, depository libraries for material on radio and television have been established in more than a hundred city and university libraries. It is therefore recommended that a check be made in the one nearest you for the material listed here and other studies which it was not possible to include. Agnes Law, Librarian, CBS Reference Department, *Editor*.

ADVANCED ANTENNA THEORY. By Sergei A. Schelkunoff. John Wiley, 1952. 216p. $6.50 Recent and significant developments in advanced antenna theory and research are treated by a well-known authority and consultant.

ADVERTISING AGENCY PRACTICE. By Irving Graham. Harper, 1952. 303p. $4.50. A chapter is devoted to the scheduling of network and spot radio and TV advertising and includes a brief consideration of outdoor advertising and the place of the art department in television.

ADVERTISING AT THE CROSSROADS. By Max A. Geller. Ronald Press, 1952. 336p. $5.00. An industrialist and student of advertising considers the impact of advertising on the American public with a recommendation for government control to be vested in the Federal Trade Commission.

ADVERTISING TERMINOLOGY. By H. Victor Grohmann. Needham & Grohmann, 30 Rockefeller Plaza, (20) 86p. $1.00. Privately printed, this is the work of an advertising executive and includes radio and television terms. It includes the list of initials associated with the profession and the names of advertising associations.

ANTENNAS: THEORY AND PRACTICE. By Sergei A. Schelkunoff and Harold T. Friis. John Wiley, 1952. 639p. $10.00. This is a comprehensive textbook on antenna principles and the theory of radiation with practical applications. The authors are connected with Bell Telephone Labs.

THE ASCAP BIOGRAPHICAL DICTIONARY OF COMPOSERS, AUTHORS AND PUBLISHERS. Ed. by Daniel I. McNamara. Crowell, 1952. 636p. $5.00. Several hundred additional entries comprise this second edition of an invaluable Who's Who among members of ASCAP.

THE BLUE BOOK OF BROADWAY MUSICALS. By Jack Burton. Watkins Glen, N. Y., Century House. 1952. 320p. $5.00. Musical productions for the past fifty years are arranged by decades, with the shows and their songs listed according to the composers, and including the length of runs, a record of the most popular sheet music sales and albums of recordings. The shows are indexed.

BROADCASTING: RADIO AND TELEVISION. By Henry L. Ewbank and Sherman P. Lawton. Harper, 1952. 528p. $4.50. A textbook, written in non-technical language for college students and station staff members, includes broadcasting history and background, the planning of schedule, the preparation, direction and evaluation of programs. A selected bibliography and glossaries of radio and TV terms complete this book by authors experienced in the broadcasting and teaching fields.

BROADCASTING RELIGION. By Clayton T. Griswold and C. H. Schmitz. Broadcasting and Film Comm., Nat. Council of Churches of Christ, 220 Fifth Ave. (1). 76p. $1.00. This is a practical, concise handbook of useful information. The accent is on radio programming altho television is included.

BUILDING AUDIENCES FOR EDUCATIONAL RADIO PROGRAMS. By Charles H. Sandage. Urbana, University of Illinois, Institute of Communications Research, 1951. 40p. An experiment in Champaign County, Ill. showing that audience promotion for educational radio programs pays off and to encourage its use by the educational broadcaster.

COMMUNICATIONS AND ECONOMIC DEVELOPMENT. By Arno G. Huth. Carnegie Endowment for Int. Peace. 405 W. 117th St. (27) 1952. 48p. 10c. The author, an expert in international communications discusses the potentialities, problems and limited efforts in the development of communications in the technical assistance program.

DEPARTMENT STORE RADIO ADVERTISING. By the National Retail Dry Goods Assn. 100 West 31st St. (1). 1951. 70p. $5.00. A joint study on the success of radio advertising which was made by the Association and Broadcast Advertising Bureau.

THE FOCUSSED INTERVIEW. By Robert K. Merton and others. Bureau of Applied Social Research, 427 W. 117th St. (27) 1952. 202p. (processed). A manual on the strategy and tactics which appear most effective as one phase of research on responses to various types of mass communications, radio, print and film. Originally written for work with the War Dept. during World War II, it is now available for general distribution.

FUNDAMENTALS OF MAGNETIC RECORDING. By C. J. LeBel. Audio devices, 444 Madison Ave. (22), 1951. 50p. Apply. An outline of the method and technique for tape recording is combined with a very brief history of its development. It is well illustrated.

GRAND OLE OPRY. By William R. McDaniel and H. Seligman Greenberg, 1952. 69p. $2.00. (Paper, 1.00) The development of a popular radio hillbilly show and its place in programming history, together with many illustrations provides an interesting landmark.

IN ONE EAR. By Eric Sevareid. Knopf, 1952. 260p. $2.95. A selection of radio broadcasts which were presented by the CBS' Washington commentator.

THE INTERNATIONAL TELECOMMUNICATION UNION. By George A. Codding, Jr. W. S. Heinman, 400 E. 72nd St. (21) 1952. 521p. $10.00. This is a history of the international machinery for the regulation and control of telecommunications. An extensive bibliography is included.

IS YOUR HAT IN THE RING? By The Nat. Assn. of Radio and TV Broadcasters. 1771 N. St., Washington, 1952. 13p. 5c. Originally planned for political use, this booklet has been revised to help men in public life present their views by radio "convincingly." Excerpts from the Communications Act and the FCC rules are also included.

THE JUDGES AND THE JUDGED. By Merle Miller. Doubleday, 1952. 220p. $2.50. A documented report prepared for the American Civil Liberties Union on the so-called black listing in radio and television. The foreword is by Robert E. Sherwood.

LIQUOR ADVERTISING OVER RADIO AND TELEVISION. Washington, U. S. Govt. print. off. 1952. 285p. 55c. Hearings before the Comm. on Interstate & Foreign Commerce, U. S. Senate, Jan. 30-31, Feb. 6-7, 1952, on S. 2444, the Johnson-Case bill, which attempted to prohibit the broadcasting over radio and television of advertisements of distilled spirits for beverages and for other purposes.

MUSICAL ENGINEERING. By Harry F. Olson. McGraw-Hill, 1952. 369p. $6.50. An acoustical engineer has written this textbook on the inter-related subjects of speech, music, musical instruments, acoustics, sound reproduction and hearing, including problems in the recording, transmission and broadcasting of music.

THE NEWS IN AMERICA. By Frank Luther Mott. Cambridge, Mass. Harvard University Press. 1952. 236p. $4.50. A definition of news and the way it is assembled and disseminated by newspapers, magazines, newsreels, radio and television, points up the need for responsible and serious consideration.

OUT OF THE BLUE. By John Crosby. Simon and Schuster, 1952. 301p. $3.00. The impact of radio and television on American life comprises this book of criticism selected by the well-known critic from his daily column in the New York Herald-Tribune during the past six years.

PLAGIARISM AND ORIGINALITY. By Alexander Lindey. Harper, 1952. 366p. $5.00. A legal specialist in literary and artistic property rights gives the historical background of plagiarism and an analysis of its various implications. It is written in a semi-popular style and includes an extensive review of decisions and a full appendix of notes.

PRINCIPLES OF RADIO. By Keith Henney and Glen A. Richardson. 6th ed. John Wiley, 1952. 655p. $5.50. A standard work for radio technicians is completely revised and includes developments during the seven-year interim since the previous edition.

A POLITICAL BROADCAST CATECHISM. By the Nat. Assn. of Radio and TV Broadcasters. Washington (6) 1952. 13p. 5c. This booklet was prepared by the Legal Dept. to guide station managers during the political campaign, but it is equally useful for guidance with speakers any time.

RADIO ANTENNA ENGINEERING. By Edmund A. Laport. McGraw-Hill, 1952. 563p. $9.00. The chief engineer of RCA International Division deals with the various types of antennae together with their operational requirements, bandwidth, propagation and system engineering.

Services

(Continued from page 487)

tors; Mildred Taylor, field director. Marketing, advertising, product, opinion and media research.)

THE PSYCHOLOGICAL Corp.—522 Fifth Ave., New York 36. Tel.: Murray Hill 2-2145. Walter R. Miles, chairman of the board; George K. Bennett, president; Albert D. Freiberg, 1st vice president; Harold Seashore, 2d vice president; John P. Foley Jr., Rose G. Anderson, vice presidents; Richard A. Fear, secretary; Philip G. Corby, treasurer.

PUBLISHERS INFORMATION BUREAU Inc. (PIB)—271 Madison Ave., New York 16. Tel.: Murray Hill 5-2210. Frank Braucher, president; W. H. Mullen, secretary. Branch Office: c/o Leading National Advertisers, 21 E. Hubbard St., Chicago 11. Tel.: Whitehall 4-6533.

THE PULSE Inc.—15 W. 46th St. New York 36. Tel.: Judson 6-3316. Director: Dr. Sydney Roslow; David Klein, manager; Nelle Kelly, assistant director; Lawrence Roslow, associate director; George Sternberg, service manager. (Radio, television, market research.)

RADIO REPORTS Inc.—220 E. 42nd St., New York 17. Tel.: Murray Hill 7-6658. Edward F. Loomis, president; Gorton V. Carruth, vice president; Granger Tripp, vice president in charge of sales; George W. Loomis, secretary. Branch offices: 5050 Joy Road, Detroit 4; 1550 E. 52nd St., Chicago, Carl Hirschfield, midwest vice president in charge of Chicago, Detroit and Cleveland; 36 Springfield St., Wilbraham, Mass.; 2024 W. Sixth St., Los Angeles 5. Simon Nathanson, west coast vice president in charge of San Francisco and Los Angeles; 519 6th St., N. W., Washington 1, D. C.; 1649 N. Broad St., Philadelphia; 264 Arlington Ave., Berkeley, Calif., and 12728 Woodland Ave., Cleveland. (Recordings, digesting, transcribing radio and TV news and comments, surveys of program content; monitoring of commercials in about 200 markets.)

RESEARCH CO. OF AMERICA 570 Fifth Avenue, New York 36. Tel.: Plaza 7-1865. Managing Director, A. Edwin Fein; director of research, Otis T. Wingo; director of marketing management division, Marquis Regan; director of management service division, Walter S. Stanley.

ELMO ROPER — 30 Rockefeller Plaza, New York 20. Tel.: Plaza 7-4900. *Associates:* Carolyn Crusius, Louis Harris, Burns Roper, Robert Williams, Julian Woodward.

N. C. RORABAUGH Co. — 347 Madison Ave., New York 17. Tel.: Murray Hill 6-2193. Publisher: N. Charles Rorabaugh. TV Editor: Margaret Miller. (Publishes quarterly Rorabaugh TV reports on network, spot and local, retail advertising.)

SCHWERIN RESEARCH Corp.—2 W. 46th St., New York 36. Tel.: Luxemburg 2-4690. Horace S. Schwerin, president; Leonard Kudisch, executive vice president. (Radio, television, motion picture qualitative research and commercial studies.)

S-D SURVEYS Inc.—642 Fifth Ave., New York. Tel.: Plaza 7-2430. *Officers:* Arthur B. Dougall, president and treasurer; Carl H. Henrikson Jr., vice president and general manager; Norman P. Heine, assistant secretary; Robert C. Montgomery, assistant treasurer.

SOUTHWEST RESEARCH Inc.—4231 Normandy, Dallas 5. Tel.: Logan 2641. *Officers:* Mary H. Winters, president; Ira G. Corn Jr., vice president; Verna C. Brock, secretary-treasurer.

STANDARD AUDIT & MEASUREMENT SERVICES INC.—89 Broad St., New York 4. Tel.: Whitehall 3-8390. Kenneth H. Baker, president; Owen Smith, vice president; Michael R. Notaro, terasurer; Edward Becker, secretary.

DANIEL STARCH & STAFF—Boston Post Road & Beach Ave., Mamaroneck, N. Y. Tel.: New York, Enterprise 6076.

HOWARD E. STARK—50 E. 58th St., New York 22. Tel.: Eldorado 5-0405. Associate: Vincent J. Hanno. (Brokerage, financing newspapers, radio stations, television.)

TELE-PAR—130 West 18th St., Kansas City. Tel.: Baltimore 9533. John Leslie, managing director; Erwin Stern, sales director. (Regular television surveys in all television cities, with bi-monthly Television Rating Service.)

RADIO AND TELEVISION BIBLIOGRAPHY. By Gertrude G. Broderick. Washington. U. S. Govt. print. off. 1953. 40p. (approx.) The second edition, on the press of a general bibliography which will be of particular use to those interested in the educational uses of the media.

RADIO AND TELEVISION COMMUNICATION. By Charles F. Lindsley. McGraw-Hill, 1952. 492p. $5.50. In three parts, this college textbook presents the historical, economic, political, social and vocational aspects of radio, its basic principles and types of performance, with a separate chapter on the college radio workshop. Altho the third section deals exclusively with television, the two media are considered together throughout the book.

RADIO ENGLISH. By Florence Felton French and others. McGraw-Hill, 1952. 370p. $3.60. The foreword by Dr. Wm. D. Boutwell, long associated with radio and education, gives a stamp of approval upon this symposium for teaching high school and Jr. college students by the radio workshop method.

RADIO-TELEVISION AUDIENCE OF 1952: The Boston trade and distribution area. By Forest L. Whan. Boston, Station WBZ. 70p. apply. The first study in this area of the adult radio-TV listening habits which was made during January 1952 by the well-known research analyst.

RADIO SPECTRUM CONSERVATION. By the Joint Technical Advisory Committee. McGraw-Hill, 1952. 221p. $5.00. A report on a program of conservation based on the present uses and future needs of spectrum space which was sponsored by the Institute of Radio Engineers and the Radio-TV Manufacturers Assn. It is written for the layman.

THE RECORDING AND REPRODUCTION OF SOUND. By Oliver Read. Sams & Co. 2201 E. 46th St. Indianapolis (5) 790p. $7.95. A complete handbook on audio operations for sound engineers, radio and TV stations and recording studios. The author is editor of Radio and TV News.

REPORTING AGRICULTURE THROUGH NEWSPAPERS, MAGAZINES, RADIO AND TELEVISION. By William B. Ward. Ithaca, N. Y., Cornell University Press, 1952. 362p. $4.00. The first comprehensive book devoted to this type of programming.

RESEARCH METHODS: By the National Broadcasting Co., 30 Rockefeller Pl. (20). 1952. 58p. apply. A study of radio's effective sales power which shows the problems of measuring radio's sales effectiveness, their resolution and the results.

RISKS & RIGHTS IN PUBLISHING, TELEVISION, RADIO, MOTION PICTURES, ADVERTISING AND THE THEATRE. By Samuel Spring. W. W. Norton, 1952. 385p. $7.50. A law book for the layman which gives the informative, clear picture of the entire field of privacy, slander, libel, copyright and unfair competition. Leading cases are cited and explained. The author is an experienced and reputable attorney and counsel.

RURAL RADIO LISTENING. By Radio Reports, Inc. The Rural Research Institute, 150 Nassau St. (7) 1951. 21p. apply. A study of radio program preferences conducted in 37 communities in 28 states, which includes a report on the ownership of rural TV sets. It was made during the summer of 1950.

THE SATURDAY REVIEW HOME BOOK OF RECORDED MUSIC AND SOUND REPRODUCTION. Edited by Irving Kolodin. Prentice Hall, 1952. 308p. $4.50. Articles from the Saturday Review of Literature are grouped in three sections, each written by an expert, explain how a record is made, its best reproduction, and what the purchaser should consider in assembling a high-fidelity radio-phonograph library.

SCHOYER'S VITAL ANNIVERSARIES for 1952. By Will and Maxine Schoyer. Bur. of Business Practice, National Foremen's Institute, New London, Conn. 176p. $4.50. This fifth edition is a greatly expanded unique annual of interesting facts, arranged chronologically and well illustrated. It has three separate indices for daily, yearly events and war anniversaries. Invaluable for program planners.

SHAPIRO-BERNSTEIN TV SONG PRODUCTION BOOK. By Elliott Shapiro and Robert C. Haring. Shapiro-Bernstein, 1270 Sixth Ave. (20). 1952. 199p. n.p. "Suggestions for TV and radio presentations containing the words and music of 75 of the world's great all-time popular songs together with suggestions for their presentation, permitting a small cast and a small budget." **Available to the music trade only.**

SIGNIFICANT NEW FACTS ABOUT RADIO LISTENING. N. Y., CBS or NBC. 1952. 12 p. Apply. The highlights of a survey by the American Research Bureau which was sponsored jointly by the CBS and NBC radio networks on out-of-the-living room listening as of August 1, 1951.

THE SPICE OF **VARIETY**. By Abel Green. Henry Holt, 1952. 277p. $3.50. A selection of items from VARIETY's Anniversary issues by radio and television headliners, as well as humorous articles on the business side of the industry by some of its prominent people.

TEACHING THROUGH RADIO AND TELEVISION. By William B. Levenson and Edward Stasheff. Rinehart, 1952. 574p. $4.75. A television expert collaborates in the revision of a textbook, first published in 1945, to assist educators. An extensive bibliography and notes add to its value.

TEACHING WITH RADIO, AUDIO, RECORDING AND TELEVISION EQUIPMENT. By the Radio-TV Manufacturers Assn. Washington (5). 1953. In preparation. apply.

VARIETY MUSIC CAVALCADE, 1620-1950. Compiled by Julius Mattfeld. Prentice-Hall, 1952. 637p. $10.00. The copyright details in this complete chronology of important American music, together with the contemporary events of each year, provide an indispensable source of information for programming. The author is Director of the Music Library at CBS.

WHAT'S THE RIGHT WORD? By The Radio Corporation of America, 30 Rockefeller Pl. (20). 1952. 50p. apply. Simplified definitions include symbols and illustrations for both common and uncommon terms in radio, TV and electronics.

WORLD COMMUNICATIONS. Prepared by UNESCO. Columbia University Press, (27). 1952. 223p. $2.50. Based on data for 1948-1950, this is a report on radio, TV, press and film facilities available throughout the world.

YOUR CHILD AND RADIO, TV. COMICS AND MOVIES. By Paul Witty and Harry Bricker. Science Research Associates, 57 West Grand Ave., Chicago 10. 1952. 48p. 40c. (3 for 1.00) A thoughtful, intelligent consideration by two educators of mass communications with helpful advice and sound recommendations to parents and teachers.

NETWORK GROSS BILLINGS FOR 1952

ABC Gross Billings

BY ADVERTISERS

General Mills, Inc.	5,745,055
Swift & Co.	5,420,147
Sterling Drug, Inc.	2,386,820
Bristol Myers Co.	1,779,764
Philco Corp.	1,721,040
Philip Morris & Co., Ltd. Inc.	1,419,672
Prudential Insurance Co. of America	1,348,549
P. Lorillard Co.	1,108,093
General Foods Corp.	1,027,283
Equitable Life Assurance Co. of the U. S.	935,665
Lever Brothers Co.	925,285
Gospel Broadcasting Association	837,575
Gillette Safety Razor Co.	764,494
Stokely-Van Camp, Inc.	743,287
Toni Co.	736,374
Gulf Oil Corp.	698,295
Political	536,085
Goodyear Tire & Rubber Co.	522,043
American Chicle Co.	499,239
Billy Graham Evangelistic Assn. Inc.	492,211
Serutan, Inc.	489,398
Ralston Purina Co.	483,635
General Motors Corp.	478,432
R. J. Reynolds Tobacco Co.	460,602
H. J. Heinz Co.	446,674
Carter Products, Inc.	409,783
Electric Companys	408,204
Burton Dixie Corp.	370,935
Churches of Christ	334,728
Admiral Corp.	314,215
Texas Co.	306,615
Kellogg Co.	298,219
O'Cedar Co.	287,176
Union Oil	254,747
Seeman Bros., Inc.	219,738
Voice of Prophecy, Inc.	218,114
Warner-Hudnut, Inc.	170,472
Gruen Watch Co.	156,430
American Bakeries Co.	144,286
Christian Science Publishing Society	138,398
Lambert Co.	127,185
Free Methodist Church of North America	123,559
General Products	116,518
Hotpoint	108,946
M.J.B. Co.	105,251
Sylvania Electric Products, Inc.	99,100
Durkee Foods	75,000
John H. Dulany & Son, Inc.	61,160
Dr. Wyatt	47,601
Looz Products	47,216
Club Aluminum Products Co.	44,829
F. Jordan Church in the Home	44,608
Buick Motor Co.	39,333
Zenith Radio Corp.	28,959
Planters Nut	23,363
Charles Antell	23,194
Jackson Perkins Flower Div.	21,048
Dr. Hiss Shoe Stores	19,709
Chemicals, Inc.	17,437
Peter Paul Inc.	15,320
Fisher Body	14,594
Roman Meal Co.	13,523
Ben Hur Products	13,124
Graystone Press Co.	13,091
Institute of Religious Science Life	12,191
Imperial Candy	11,651
American Medical Association	11,186
Stanley Home Products	8,582
Vitamin Corp. of America	7,963
Shipstad-Johnson	6,090
Commercial Tele Union	6,011
Sun Ware Co.	5,696
Fred Fear	5,468
Bu Tay Products	5,460
Sealy Mattress	5,400
Hoffman Radio Stores	4,713
National Labor Management Foundation	4,042
Musical Hall of Fame	3,706
American Larder Supply Co.	3,306
Lee Pharmacal	3,032
Colonial Dames Inc.	1,840
Happy Land Comm.	704
Protestants Clarif. Prop.	704
Marie Kruse Nurseries	530
Garden at Eden Plant Food	508
Penn Saw Corp.	428
Home Craft	300
National Optic	240
Assembled Unit	120
TOTAL	34,391,316

BY AGENCIES

Dancer-Fitzgerald-Sample, Inc.	5,818,090
J. Walter Thompson Co.	2,421,559
Knox Reeves Advertising, Inc.	2,328,844
Calkins, Holden, Carlock, McClinton & Smith	2,091,836
Young & Rubicam, Inc.	1,980,011
Hutchins Advertising Co., Inc.	1,721,040
Leo Burnett Co., Inc.	1,455,262
Doherty, Clifford & Shenfield	1,423,645
Cecil & Presbrey, Inc.	1,419,672
Kudner Agency, Inc.	1,356,489
N. W. Ayer & Son, Inc.	1,333,489
Lennen & Mitchell, Inc.	943,540
Warwick & Legler, Inc.	935,665
R. H. Alber Co.	837,575
Foote, Cone & Belding	748,961
Turner Advertising Agency	658,111
Walter F. Bennett Co., Inc.	615,770
Roy S. Durstine, Inc.	588,498
Tatham Laird, Inc.	519,837
Gardner Advertising Co.	483,634
Kenyon & Eckhardt, Inc.	468,691
William Esty Co., Inc.	460,602
Ted Bates & Co.	409,782
Ross Roy, Inc.	334,728
Russel M. Seeds	314,215
Benton & Bowles	220,216
Grey Advertising Agency	219,192
Pedlar & Ryan, Inc.	218,114
Joseph Katz Agency	195,022
Dean Simmons	167,440
Lennen & Newell, Inc.	164,553
McCann-Erickson, Inc.	156,430
Batten, Barton, Durstine & Osborn, Inc.	146,574
Tucker Wayne & Co.	144,286
Walton Butterfield Advertising	138,398
Lambert & Feasley, Inc.	127,185
Sullivan, Stauffer, Colwell & Bayles, Inc.	126,399
Politicals—Direct	118,208
Furman, Feiner & Co., Inc.	90,943
Weiss & Geller	87,638
W. Earl Bothwell	61,160
Century Advertising Agency	47,600
Arthur V. Jones	44,608
Henri, Hurst & McDonald	40,495
Raymond R. Morgan Co.	35,554
TV Advertisers Association, Inc.	23,194
Hal Stebbins, Inc.	19,709
Sidney Garfield & Associates	17,437
Guild, Bascom & Bonfigli	13,522
Mogge-Privett, Inc.	13,124
Pacific National Advertising Agency	11,650
Campaigns, Inc.	11,186
Milton Weintraub Advertising Agency	10,994
Charles W. Hoyt Co., Inc.	8,582
Walter McCreery, Inc.	6,090
Hilton & Riggio	5,468
Dan B. Miner Co.	5,459
Quality Bakers of America Cooperative	5,400
The Keilson Co.	5,338
C. Franklin Brown	5,155
Crisp & Harrison Agency	5,098
M. J. Jacobs, Inc.	3,306
Arthur Meyerhoff & Co.	1,043
TOTAL	34,391,316

BY CLASSIFICATIONS

Food and Food Products	11,590,356
Drug and Toilet Goods	7,061,742
Cigars, Cigarettes & Tobacco	2,988,367
Radios, Ref., Electrical Appliances	2,685,177
Insurance and Personal Loans	2,284,214
Religion	2,063,689
Automobiles, Trucks & Acc.	1,056,760
Lubricants, Petroleum Products & Fuel	1,004,910
Laundry Soap and Cleaners	942,722
Household Furnishings and Acc.	936,660
Confections	549,573
Politicals	536,085
Sports	254,747
Jewelry and Accessories	156,430
Publications	151,789
Miscellaneous	97,199
Clothing and Dry Goods	19,709
Institutional	11,187
TOTAL	34,391,316

MBS Gross Billings

1952 Advertiser Expenditures*

S. C. Johnson & Son Inc.	$2,050,194
Sterling Drug Inc.	1,828,720
P. Lorillard Co.	1,379,535
Miles Laboratories Inc.	1,252,606
American Fed. of Labor	1,204,352
Quaker Oats Co.	1,040,047
Johns-Manville Corp.	818,418
Kellogg Co.	768,387
Wildroot Co. Inc.	702,085
Falstaff Brewing Corp.	633,348
Kraft Foods Co.	605,933
Credit Union National Assn.	582,618
Derby Foods Inc.	556,105
Amana Refrigeration Inc.	456,979
VCA Laboratories	454,127
Lutheran Laymen's League	366,854
Charles Antell & Nat'l Health Aids Inc.	364,607
Radio Bible Class	361,483
State Farm Mutual Auto Ins. Co.	335,444
R. J. Reynolds Tobacco Co.	322,128
Motor Products Corp.-Deepfreeze Appliance Division	301,688
Voice of Prophecy Inc.	298,797
Christian Reformed Church	293,866
The Murine Co. Inc.	283,976
Gillette Safety Razor Co.	272,275
Orange-Crush Co.	262,139
Naumkeag Steam Cotton Co.	241,373
Williamson Candy Co.	238,272
Dawn Bible Students Assn.	232,874
Noxzema Chemical Co.	209,196
Beltone Hearing Aid Co.	192,493
Miller Brewing Co.	165,285
American Protam Corp.	159,277
The C. F. Sauer Co.	120,600
Pal Blade Co.	115,873
Motorola Inc.	110,562
General Mills Inc.	105,500
Walking Doll Co.	83,427
White House Co.	83,124
Admiral Corp.	74,493
American Chicle Co.	72,761
Seabrook Farms Co.	70,317
Benjamin Moore & Co.	68,198
Chevrolet Motor Div.-General Motors Corp.	63,602
Toni Co.	62,500
American School	54,566
Lettuce Inc.	52,808

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* December billings estimated.

National Republican Senatorial Committee	51,351
Stevenson-Sparkman Forum Committee	45,566
General Tire & Rubber Co.	42,000
Vick Chemical Co.	39,343
Plymouth Motor Corp.-Div.-Chrysler Corp.	36,756
Republican Nat'l Committee	35,387
Gillette Safety Razor Co. of Canada	33,288
Libby, McNeill & Libby	31,698
Olson Rug Co.	23,668
Citizens Committee for Eisenhower-Nixon	23,355
B. T. Babbitt Inc.	23,018
Democratic Nat'l Committee	19,572
National Volunteers For Stevenson	19,299
The Barbasol Co.	17,810
Committee For Young Men In Government	17,301
McCarthy Broadcast Dinner Committee	16,872
Senator Joseph R. McCarthy Broadcast Committee	16,602
Farm Journal Inc.	15,000
Mutual Benefit Health & Accident Assn.	14,393
Michigan For Eisenhower Committee	14,071
Russell For President Hdqrs.	10,182
Grass Roots Boy Radio Committee	9,033
Art Instruction Inc.	8,830
Labor Nat'l Committee For Stevenson and Sparkman	8,712
Buick Motor Div.-General Motors Corp.	8,180
Book Associates	7,808
Fred Fear & Co.	7,262
American Medical Assn.	5,852
Woman Power For Eisenhower	5,778
N. Y. State Volunteers For Stevenson	5,400
Swedish Americans For Eisenhower	3,854
Save-By-Mail Inc.	3,312
Jackson & Perkins	3,228
Marie Kruse Nurseries	3,002
N. Y. State Republican Com.	1,308
Sterling Products International Inc.	1,050
Amalgamated Clothing Workers Political Action Com.	816
Eisenhower-Nixon Campaign For Texas	635
Volunteers For Stevenson-Democratic Headquarters	572

1952 Agency Expenditures*

Needham, Louis & Brorby Inc.	$2,941,743
J. Walter Thompson Co.	2,038,667
Dancer-Fitzgerald-Sample Inc.	2,034,865
Lennen & Newell Inc.	1,379,535
Geoffrey Wade Advertising	1,252,606
Furman, Feiner Co. Inc.	1,227,052
Sherman & Marquette Inc.	1,040,047
Batten, Barton, Durstine & Osborn Inc.	987,369
Leo Burnett Co.	768,387
Maury, Lee & Marshall	456,979
Thompson-Koch Co. Inc.	427,203
Gotham Advertising Co.	366,854
Television Advertising Associates Inc.	364,607
Stanley G. Boynton Co.	361,483
Aubrey, Finlay, Marley & Hodgson	348,834
William Esty Co.	322,128
Roche, Williams & Cleary Inc.	301,688
Western Advertising Inc.	298,797
Glenn-Jordan-Stoetzel Inc.	293,866
Sullivan, Stauffer, Colwell & Bayles Inc.	281,957
Maxon Inc.	272,275
Olian & Bronner Inc.	247,059
Dowd, Redfield & Johnstone Inc.	246,016
Kastor, Farrell, Chesley & Clifford Inc.	245,654
Jackson & Co.	241,373
Wm. Gleeson & Co.	232,874
Direct	208,810
Duane Jones Inc.	208,473
Fitzmorris & Miller Advertising	202,881
Mathisson & Associates Inc.	165,285
Al Paul Lefton Co.	115,873
Kudner Agency	114,035
Tatham-Laird Inc.	91,000
National Mail Order Network	83,124
Hilton & Riggio Inc.	77,579
Joseph Katz Co.	75,849
Russel M. Seeds Co.	74,493
St. Georges & Keys Inc.	68,198
Campbell-Ewald Co.	63,602
H. W. Kastor & Sons	59,258
John Cohan Adv. Inc.	52,808
Foote, Cone & Belding	48,097
Morse International Inc.	39,343
N. W. Ayer & Son Inc.	36,756
Spitzer & Mills Ltd.	33,288
Presba, Fellers & Presba Inc.	23,668
Knox-Reeves Adv. Inc.	23,330
Wm. Weintraub & Co. Inc.	23,018
Erwin, Wasey & Co. Inc.	17,810
Kal, Ehrlich & Merrick Adv. Inc.	17,301
C. Franklin Brown	16,872
Weiss & Geller	14,403
Bozell & Jacobs	14,393
Young & Rubicam	14,071
Huber Hoge & Sons	11,036
French & Preston	10,016
Gregory & House	9,033
Campaigns Inc.	5,852
Arthur Meyerhoff & Co.	3,002
International Adv. Svce.	1,050
Elliott Nonas Advertising	816
Rogers & Smith	635

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* December billings estimated.

1952 Gross Billings*

	Monthly	Cumulative
January	$1,699,282	$1,699,282
February	1,600,399	3,299,681
March	1,826,527	5,126,208
April	1,681,924	6,808,132
May	1,821,571	8,629,703
June	1,632,977	10,262,680
July	1,339,276	11,601,956
August	1,325,059	12,927,015
September	1,607,485	14,534,500
October	2,304,804	16,839,304
November	2,172,485	19,011,789
December	1,993,187	21,004,976

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* December billings estimated.

Expenditures by Industry 1952*

Drugs & Toilet Goods	$5,796,733
Food & Food Products	3,012,572
Soaps, Cleansers & Polishes	2,073,212
Cigars, Cigarettes & Tobacco	1,701,663
Religious	1,553,874
Labor & Politics	1,510,018
Building Materials, Equipment & Fixtures	886,616
Beer	798,633
Major Appliances	758,667
Confectionery & Soft Drinks	675,955
Institutional	630,470
Insurance	349,837
Household Fabrics & Finishes	241,373
Dairy, Poultry & Livestock Feed	236,040
Medical Appliances & Equipment	192,493
Radios, TV Sets & Phonographs	185,055
Miscellaneous	177,125
Automotive	108,538
Schools	63,396
Household Furnishings	23,668
Publishing & Media	22,808
Seeds, Bulbs & Nursery Stock	6,230
Total	$21,004,976

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* December billings estimated.

Awards and citations listed herewith were presented during 1952 and were not necessarily for that year.

MAJOR AWARDS AND CITATIONS—1952

duPont Awards*

Joseph C. Harsch, commentator.
WCAU-AM-TV Philadelphia.
WEEI Boston.

SPECIAL COMMENDATIONS
- Howard K. Smith, CBS.
- Edward R. Murrow, CBS.
- *Three Star Extra*, NBC.
- WBBM Chicago.
- WLW Cincinnati.
- WHAS-AM-TV Louisville.
- WHCU Ithaca.
- KFBI Wichita.
- KUOM Minneapolis.

* Made annually "for outstanding and meritorious service in encouraging fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served . . ." Administered by Washington & Lee U., Lexington, Va. Winners receive $1,000 cash prize which, if they choose, they may donate to scholarship or fellowship. Awards established by widow of Alfred I. duPont with perpetual trust fund.

Freedom Awards*

FIRST PRIZE:

E. I. duPont de Nemours Co., Wilmington, Del., for *Cavalcade of America* on NBC.

RADIO HONOR MEDALS:

(National) America's Future Inc., New York, for its LBS program, *Americans, Speak Up;* America's Town Meeting of the Air, New York, for its ABC program of the same name; Bank of America, Los Angeles, *Top of the Morning*, CBS Radio; Bill of Rights Commemorative Society, New York, *Our Bill of Rights*, ABC; Committee to Proclaim Liberty, Los Angeles, *Freedom Under God*, CBS Radio; Hallmark Greeting Card Co., Kansas City, Mo., *Hallmark Playhouse*, CBS Radio; NBC, for its *The Truth About Narcotics;* George Sokolsky, New York, *Youth Asks You*, ABC; Twentieth Century Fund and Ford Foundation, *The People Act*, NBC.

(Local) WPTR Albany and the Junior Leagues of New York State, *The Price of Liberty;* WBEN Buffalo and the U. of Buffalo, *University of Buffalo Round Table;* John Franklin, KYW Philadelphia, *What We Must Do;* Mike Hanna, WHCU Ithaca, *Friendship Programs;* KSVC Richfield, Utah, *Background for Peace and War;* WCAU Philadelphia, *Freedom Revisited;* WGAR Cleveland, *My Share In America;* WJR Detroit, *Know Your America;* WLS Chicago.*Adventures in Freedom;* WNAR Norristown, Pa., *Seeds of Independence.*

(Special) Veterans of Foreign Wars of the United States, Kansas City, Mo., *Medal of Honor Program;* Kiwanis International, Chicago, *It's Fun to Live in America;* National Conference of Christians and Jews, New York, *Operations Brotherhood; Pathfinder Magazine*, New York, *Breath of Freedom;* Spiritual Mobilization, Los Angeles, *The Freedom Story.*

* These awards were for 1951 but presented in 1952 by Freedom Foundation for outstanding contributions to freedom.

National Headliners Awards

KFI Los Angeles, *KFI Calling*, for consistently outstanding news broadcasting.

KFMB San Diego and Paul W. White, executive, for consistently outstanding radio editorials.

Lt. Col. Wes McPheron, USA, and Sgt. Gene Coons, USMC, for consistently outstanding jobs of radio reporting "under danger" as combat radio correspondents.

National Safety Council 1951 Public Interest Awards

RADIO WINNERS

CHUM Toronto, Ont.; CJBC Toronto, Ont.; KCKN Kansas City, Mo.; KCVN Stockton, Calif.; KELD El Dorado, Ark.; KELO Sioux Falls, S. D.; KFEL Denver; KFI Los Angeles; KFMJ Tulsa, Okla.; KING Seattle; KITE San Antonio; KLRA Little Rock, Ark.; KNX Los Angeles; KOA Denver; KOIL Omaha; KQV Pittsburgh; KRKD Los Angeles; KRNT Des Moines; KTFI Twin Falls, Ida.; KUSD Vermillion, S. D.; WAKE Greenville, S. C.; WBEN Buffalo; WBRE Wilkes-Barre, Pa.; WBUD Trenton, N. J.; WCAE Pittsburgh; WCHS Charleston, W. Va.; WDOD Chattanooga; WFIL Philadelphia; WFPG Atlantic City, N. J.; WGAA Cedartown, Ga.; WGH Norfolk, Va.; WHBC Canton, Ohio; WHFB Benton Harbor, Mich.; WHIM Providence; WING Dayton; WISN Milwaukee; WJDA Quincy, Mass.; WJDX Jackson, Miss.; WKRC Cincinnati; WMAL-AM-FM Washington, D. C.; WMAQ Chicago; WOSU Columbus, Ohio; WOWO Fort Wayne, Ind.; WPDX Clarksburg, W. Va.; WPIC-AM-FM Sharon, Pa.; WPRO Providence; WRNL Richmond; WRVA Richmond; WSAM Saginaw, Mich.; WSB Atlanta; WSNY Schenectady, N. Y.; WTDS-FM Toledo; WTIC Hartford, Conn.; WTTM Trenton, N. J.; WWDC Washington, D. C.; WWJ-AM-FM Detroit; WWL New Orleans.

Ohio State Awards*

*Several score awards and citations presented annually by the Institute for Education by Radio-Television, which meets under the auspices of Ohio State U., for educational, religious, and other public service broadcasting.

Information on Awards

Following is partial list of addresses for obtaining information in connection with radio awards:

duPont—Write O. W. Riegel, curator, Alfred I. duPont Awards Foundation, Washington & Lee U., Lexington, Va.

Freedoms Foundation — Ken Wells, executive vice president, Freedoms Foundation Inc., Valley Forge, Pa. (deadline for nominations Nov. 20; announcement following February.)

NRDGA — Howard P. Abrahams, NRDGA, 100 W. 31st St., N. Y.

National Headliners' Club—Mal Dodson, Convention Hall, Atlantic City, N. J.

Ohio State — Keith Tyler, director Institute for Education by Radio, Ohio State U., Columbus, Ohio.

George Foster Peabody—Dean John E. Drewry, Henry W. Grady School o Journalism, U. of Georgia, Athens, Ga (Entries taken in January or later; awards in April.)

National Safety Council Public Interest Awards—National Safety Council, 425 N. Michigan Ave., Chicago 11 Ill.

Alfred P. Sloan Awards for Highwa Safety—National Safety Council, 425 N Michigan Ave., Chicago 11, Ill.

Sigma Delta Chi — Address Sigm Delta Chi Awards in Journalism, 35 E Wacker Dr., Chicago 1, Ill.

Radio-Television News Director Assn. — Tom Eaton, president o RTNDA, WTIC Hartford, Conn.

George Foster Peabody Awards*

KPOJ Portland, Ore.

for meritorious local public service by radio, *Careers Unlimited.*

Bob and *Ray*, NBC

for radio entertainment (non-musical), cited as "the foremost satirists in radio."

CBS RADIO

for outstanding educational program, *The Nation's Nightmare,* a "shattering and fearless documentary series on syndicated crime in the United States."

WQXR NEW YORK

for outstanding radio youth program, the *Times Youth Forum.*

ALISTAIR COOKE, BBC

for contributing to international understanding by radio on his *Letters from America* broadcasts.

WSB-AM-TV Atlanta

for meritorious regional public service by radio and television, *The Pastor's Study* and *Our World Today.*

*Established in 1940 in honor of the late George Foster Peabody by the board of regents of the U. of Georgia, to be jointly administered by its Henry W. Grady School of Journalism and the NARTB.

Radio-Television News Directors Assn.

GOLD TROPHY

WHO Des Moines
for "outstanding radio news operation under supervision of News Director Jack Shelley and General Manager Paul Loyet."

DISTINGUISHED ACHIEVEMENT

WMAQ Chicago, KNX Los Angeles, WBBM Chicago, WKBN Youngstown, Ohio; WFIN Findlay, Ohio, and KITE San Antonio.

SPECIAL CITATIONS

KWKH Shreveport, La., and its news editor, James Van Sickle; KFAB and KOIL Omaha, and KTAC Tacoma, Wash.

OUTSTANDING SPECIAL EVENT OR NEWS FEATURE

KCBS San Francisco, WGAR Cleveland.

FOREIGN STATIONS

CFQC Saskatoon, Sask.; CJCA Edmonton, Albta., and 2GB McQuarie, Sydney, Australia.

Sigma Delta Chi Awards in Journalism

RADIO REPORTING

Jim Monroe, news director, KCMO Kansas City

RADIO NEWSWRITING

William E. Griffith Jr., news staff, KMBC Kansas City

PUBLIC SERVICE IN RADIO JOURNALISM

WMAQ Chicago

Alfred P. Sloan Awards

RADIO NETWORK PROGRAMS

Esso Standard Oil Co. of New York
for devoting "one out of every seven 1951 commercials to safety on 52 radio stations carrying the *Esso Reporter* newscast."

LOCAL STATION, SUSTAINING PROGRAMS

WBUD Trenton, N. J.
for a safety campaign launched on July 5, 1951 and continued through Labor Day, 1952.

LOCAL STATION, COMMERCIAL PROGRAMS

Granite Chevrolet Co., Inc., Quincy, Mass.
for 120 special safety programs, *Safety Is Everybody's Business*, on WJDA Quincy.

REGIONAL STATION, SUSTAINING PROGRAMS

KING Seattle
for "an extraordinary amount of time—606 hours—devoted 100% to traffic safety."

NON-COMMERCIAL, EDUCATIONAL STATION

WTDS-FM Toledo
for "incorporating safety in an entertaining way on programs designed both for the primary level and for a higher level."

National Retail Dry Goods Association Awards

GRAND AWARD
Schuneman's Inc., St. Paul, Minn., for *Red Rooster*, on WDGY Minneapolis.

AWARD FOR COMPREHENSIVE USE OF RADIO
Bigelow's, Jamestown, N. Y., for *Breakfast with Bigelow's* and *Morning Extra* on WJTN Jamestown.

AWARD FOR OUTSTANDING RADIO COORDINATION WITH OTHER MEDIA
Schuneman's Inc., St. Paul, Minn. for *Red Rooster*, on WDGY Minneapolis.

GENERAL FAMILY PROGRAMS

Store	Program	Station	
	1. Large Stores		
Burdine's	*Sunday Symphony*	WVCG Coral Gables, Fla.	Miami
Joske's of Texas	*Matinee Masterpieces*	KTSA San Antonio	San Antonio
	2. Small Stores		
Bigelow's	*Breakfast with Bigelow's*	WJTN Jamestown	Jamestown, N. Y.
Philips	*Good Morning from Philips*	KOIL Omaha	Omaha
Pomeroy's	*Pomeroy Family Hour*	WPAM Pottsville	Pottsville, Pa.

WOMEN'S PROGRAMS

	1. Large Stores		
Sibley Lindsay & Curr	*Tower Clock Time*	WHAM Rochester	Rochester, N. Y.
Burdine's	*Fashions in Music*	WVCG Coral Gables	Miami
	2. Small Stores		
Wyman's	*The Time, The Place, The Tune*	WSBT South Bend	South Bend, Ind.
Linn & Scruggs	*Something to Talk About*	WDZ Decatur	Decatur, Ill.

TEEN-AGE PROGRAMS

	1. Large Stores		
Milwaukee Boston Store	*High School Disc Jockey Review*	WEMP Milwaukee	Milwaukee
Burdine's	*Teen-Age Fashions in Music*	WVCG Coral Gables	Miami
	2. Small Stores		
Condon's Dept. Stores	*Teen Time*	WCSC Charleston	Charleston, S. C.

CHILDREN'S PROGRAMS

	1. Large Stores		
Sage Allen	*Kiddie Corner*	WCCC Hartford	Hartford, Conn.

FARM AUDIENCE PROGRAMS

	1. Large Stores		
Joske's of Texas	*Farm and Ranch Journal*	KTSA San Antonio	San Antonio

SPOT SATURATION CAMPAIGNS

	1. Large Stores		
Wolf & Dessauer		WANE, WGL, WKJG, and WOWO Fort Wayne	Fort Wayne, Ind.
	2. Small Stores		
Ivy's		WFBC and WMRC Greenville	Greenville, S. C.

SPECIAL AWARD FOR OUTSTANDING USE OF SATURATION COVERAGE TECHNIQUE

Brown Thomson Inc.		WTHT Hartford	Hartford, Conn.

EFFECTIVE SEASONAL PROMOTIONS

(Honorable Mentions)

The Killian Co.	*Iowa Football*	KCRG Cedar Rapids	Cedar Rapids, Iowa
Sears, Roebuck & Co.	*Roebuck Talking Reindeer*	WVCG Coral Gables	Miami

AN A-B-C OF THE FCC

What is the Federal Communications Commission?

It is the United States Government agency charged with regulating interstate and foreign communication by means of radio, wire and cable. It also licenses non-Government radio stations and their operators.

What is the object of FCC regulation?

To provide for orderly development and operation of broadcasting services; to make available a rapid, efficient, nation-wide and world-wide telegraph and telephone service at reasonable charges; to promote the safety of life and property through improved communications systems, and by such means to strengthen the national defense.

Is the FCC under any government department?

No; it is an independent Federal establishment created by Congress and, as such, reports directly to Congress.

Under what authority does the FCC operate?

The Communications Act of 1934, as amended.

How did the FCC come into being?

Jurisdiction over electrical communications was formerly shared by the Department of Commerce, Post Office Department, and Interstate Commerce Commission and, later, by the Federal Radio Commission. Developments necessitated consolidation of supervisory and regulatory functions in a single agency. The Communications Act, signed June 19, 1934, created the Federal Communications Commission for this purpose.

To what does the Communications Act apply?

". . . to all interstate and foreign communication by wire or radio and all interstate and foreign transmission of energy by radio, which originates and/or is received within the United States, and to all persons engaged within the United States in such communication or such transmission of energy by radio, and to the licensing and regulating of all radio stations . . ."

Are intrastate communications included?

The Commission does not regulate purely intrastate wire service. However, the Commission does license all radio operation since it has been demonstrated, and courts have held, that radio transmission has effects beyond State borders.

Is the Communications Act limited to the 48 States?

No; it applies also to Alaska, Hawaii, Puerto Rico, and the Virgin Islands, but not to the Canal Zone.

What are the major activities of the FCC?

Allocating bands of frequencies to non-Government radio services and assigning frequencies to in-

(Continued on page 492)

ABC of FCC

(Continued from page 491)

dividual stations; licensing and regulating those radio services and radio operators; regulating common carriers engaged in interstate and foreign communication by telegraph and telephone; promoting safety through the use of radio on land, water, and in the air; encouraging more effective and widespread use of radio; and helping harness wire and radio communication to the national defense. Its regulation directly affects more than one million licensees and permittees.

How is the FCC administered?

By seven Commissioners appointed by the President, subject to confirmation by the Senate. One of the Commissioners is designated Chairman by the President. Not more than four Commissioners may be members of the same political party.

What is the term of an FCC Commissioner?

Appointment is for seven years, except in filling an unexpired term. The salary of a Commissioner is $15,000 a year.

How does the FCC function?

The Commission functions as a unit, directly supervising all activities, with delegations of responsibilities to boards and committees of Commissioners, individual Commissioners, and staff units. The Chairman is responsible for the general administration of the internal affairs of the Commission. Policy determinations are made by the Commission as a whole.

The Commission staff is organized on a functional basis. There are four bureaus—Field Engineering and Monitoring, Common Carrier, Safety and Special Radio Services, and Broadcast; and eight offices—Secretary, Administration, Chief Engineer, Chief Accountant, General Counsel, Hearing Examiner, Opinions and Review, and Reports and Information. Commission practices conform to the Communications Act of 1934, as amended, and the Administrative Procedure Act.

How many persons does the FCC employ?

About 1,100, of which number one-third are in the field.

How many field offices has the FCC?

Including territories and possessions, there are 9 regional engineering offices, 24 engineering district offices, 6 sub-offices and 3 ship offices, 18 fixed monitoring stations, and a field laboratory. Field duties include monitoring and inspecting all classes of radio stations for technical compliance, examining radio operators, making various radio measurements and field-intensity recordings, and conducting related technical investigations. In addition, there are 4 common carrier field offices.

In what cities are FCC field offices located?

Engineering district offices are located in Boston, New York, Philadelphia, Baltimore, Washington, Norfolk, Atlanta, Miami, New Orleans, Houston, Dallas, Los Angeles, San Francisco, Portland (Oreg.), Seattle, Denver, St. Paul, Kansas City (Mo.), Chicago, Detroit, Buffalo, Honolulu (T. H.), San Juan (P. R.), and Juneau (Alaska). Common carrier field offices are in Atlanta, New York, St. Louis and San Francisco.

Where does the FCC operate fixed monitoring stations?

Primary monitoring stations operate at Allegan, Mich., Grand Island, Nebr.; Kingsville, Tex.; Millis, Mass.; Santa Ana, Calif.; Laurel, Md.; Livermore, Calif.; Portland, Oreg.; Powder Springs, Ga.; Anchorage, Alaska; and Lanikai, Oahu, T. H. There are secondary monitoring stations at Searsport, Maine; Spokane, Wash.; Twin Falls, Idaho; Fort Lauderdale, Fla.; Lexington, Ky.; Muskogee, Okla.; and Fairbanks, Alaska.

How are FCC orders enforced?

By administrative sanction, such as action on licenses, and by court action, through United States District Courts.

What is a communication "common carrier"?

Any person or company furnishing wire or radio communication to the public for hire, but excluding broadcasters.

What does FCC regulation of radio embrace?

Consideration of applications for construction permits and licenses for broadcast and other classes of radio stations; assignment of frequencies, power, and call letters; authorization of communication circuits; modification or revocation of licenses; inspection of equipment and regulation of its use; guarding against interference; reviewing service; licensing radio operators; regulating radio common carriers, and otherwise carrying out provisions of the Communications Act.

Must all radio transmissions be licensed?

The Communications Act requires all non-Government radio operation to be licensed. Courts have held that radio transmission anywhere within the United States or its possessions necessitates licensing both the transmitter and its operator.

How does the FCC police the ether?

By means of field stations. Transmissions are monitored to see that they are in accordance with treaties, laws, and regulations. The monitoring network is for this purpose. If necessary, mobile equipment can trace illegal operation or sources of interference. Monitoring stations also furnish emergency directions to aircraft and help trace marine distress calls.

What is the radio "spectrum"?

That part of the electromagnetic radiation field which can be used for radio transmission. Before World War II, the useful radio spectrum was from 10 kilocycles to 300 megacycles (a megacycle is 1000 kilocycles). Today the radio "ceiling" extends to 30,000 megacycles. However, the present upper limit for commercial use is around 10,000 megacycles.

What is a radio "frequency"?

This is, in effect, the particular "channel" or portion of the spectrum in which a transmission is assigned. The radio spectrum might be compared to a vertical ruler with its fractional divisions representing "bands" occupied by transmissions of the different radio services. Just as autos must stay within the white lines on a land highway, so must transmissions keep to their assigned frequencies to avoid "colliding" with one another on the crowded radio lanes.

How many radio stations has this country?

There are more than 200,000 in about 60 categories. This includes about 5,000 broadcast and more than 200,000 nonbroadcast, not counting over 500,000 mobile and portable units associated with various land station operations.

How many types of broadcast services are there?

The list includes the older standard or AM (amplitude modulation); FM (frequency modulation), commercial and noncommercial educational; TV (television), commercial and noncommercial educational; international and supplemental broadcast services such as remote pickup and studio-transmitter links; TV auxiliaries and experimental and developmental broadcast, and experimental facsimile.

How are radio station call letters assigned?

International agreement provides for the national identification of a station by the first letter or first two letters of its assigned call signal, and for this purpose apportions the alphabet among the several nations. The Commission is authorized by the Communications Act to assign call signals. The Commission presently uses the initial letters K, N and W exclusively and part of the A series. Except for blocks of call signals assigned to particular Government agencies or departments for their own use, call signals are assigned by the Commission upon an individual station basis. The initial letter N is generally reserved for the Navy and Coast Guard, whereas the letters A, K and W are shared by other stations, both Government and non-Government. Broadcast stations are assigned call signals beginning with K or W. Generally speaking, call letters beginning with K are assigned to broadcast stations west of the Mississippi River and in the territories and possessions, while W is assigned to broadcast stations east of that river.

What is the role of the FCC in national defense?

Use of wire and radio communication to aid the national defense is one of the stated purposes of the Communications Act. It confers special powers on the President in time of national emergency. The Commission cooperates with the military and other Government agencies engaged in national defense work, and with organizations and other elements of industry affected. The Commission has long maintained regional disaster emergency coordination with the Coast Guard, Navy, Army, Air Force, Red Cross, amateurs, and state municipal police organizations. Its established radio services include Special Emergency, Civil Air Patrol, State Guard, Disaster Communications, and Amateur Civil Emergency.

Where can additional reference material be obtained?

Those interested in greater detail may obtain various printed publications of the Federal Communications Commission. These are not distributed by the Commission but are sold by the Superintendent of Documents, Government Printing Office. A list of FCC publications currently available from that source may be obtained on request to "Secretary, Federal Communications Commission, Washington 25 D. C."

Station Authorizations

FOR comparative purposes, here is the status of broadcast stations authorizations at FCC on Dec. 31, 1951, and Dec. 31, 1952:

	Commercial authorizations						Educational authorizations	
	AM		FM		TV		FM	TV
	1951	1952	1951	1952	1951	1952	1952	1952
Total authorized	2,408	2,624	650	630	108	273	113	10
Total on the air	2,331	2,391	637	616	108	129	96	0
Licensed (all on the air)	2,300	2,371	564	576	93	98	96	0
Construction permits on the air	----	20	---	40	--	31	2	0
Construction permits not on the air	----	133	---	14	--	144	13	10
Construction permits	108	----	86	--	15	---	---	--
Total applications pending	988	943	215	196	629	925	7	9
Total applications in hearing	220	162	7	4	182	65	0	0
Requests for new stations	102	251	2	12	171	812	0	9
Request to change existing facilities	205	190	16	27	45	50	3	0
Deletion of licensed stations in December	0	1	0	10	0	0	0	0
Deletion of constructions permits in December	5	1	3	2	0	0	0	0

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KBMX, Coalinga	405
KBST, Big Spring	403
KCKY, Coolidge	57
KCNO, Alturas	80
KCRA, Sacramento	89
KCRC, Enid	241
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KSID, Sidney	323
KSL, Salt Lake City	300
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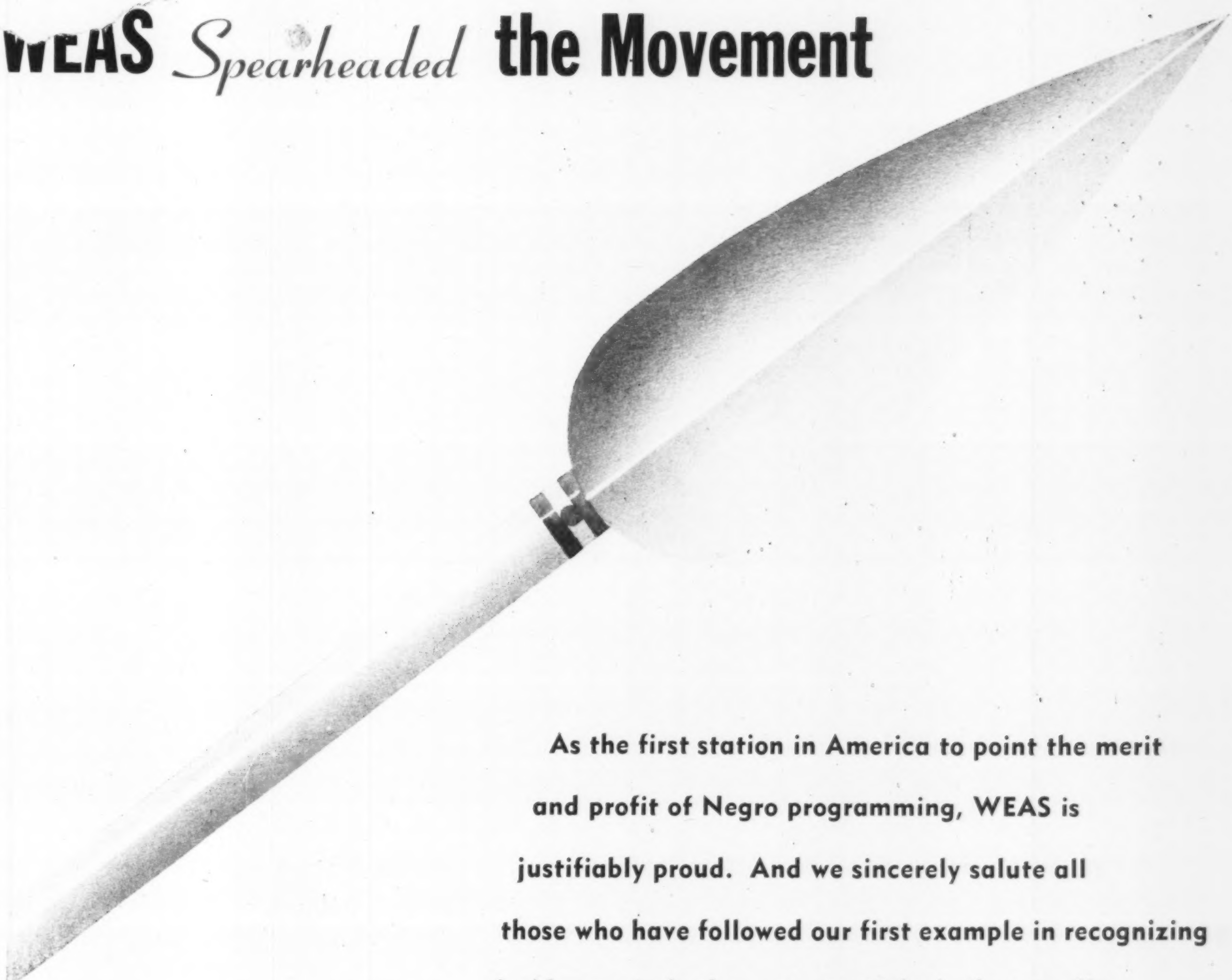

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